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1949

Kellogg's

Fruit, Fun, &

Dollars

**Great Crops of
Strawberries
&**

**How to
Grow
Them**

**Other
Fruits
Too**



"Oh ain't she sweet"—See page 13 too.



**Famous
for
Quality
Since
1869**

**R. M. Kellogg Co.
Three Rivers, Mich.**





Let's Go Out and Play... By F. E. Beatty

This little "Sermon" written about 30 years ago. Still good today.

A Lesson on Having Fun While You Work

I believe in work. The busy man is generally happy; especially is this true if he is busy at something he loves. It is better to say, "I am going out to play" than it is to say, "I must be going for another hard day's work and drudgery."

IN order to give you the trend of my thought I am going to give my own personal experience. I was born and raised upon a farm in Ohio. When I was old enough to work, my father and I worked together as father and son should. I remained upon the farm not only because I loved the work, but also because I had promised my father I would stay by him until he gave his consent to take up a line of work I longed to do.

F. E. Beatty, Outstanding Strawberry Expert, and Inspirational Writer

MOST of us remember with pleasure back to the time when we were boys and girls when the neighbors' kids would come to our house and say, "Let's go out and play." In the summer it was swimming, fishing, "cooning" Watermelons, making mud pies, playing horse or building playhouses and stables. In the winter it was coasting, skating, chasing rabbits and making snowmen. No day was too hot or too cold for our fun. But if mother or father asked us to do some little chore, such as bringing in an armful of wood, or a bucket of coal, or a pail of water, or bringing the cows in from the pasture, we always had our excuses ready. Some other member of the family should do it; we were sick, or it was too cold or too hot.

Those were happy days. Nothing to do but eat, sleep and play. But as the years went, play and fun grew less, while cares and responsibilities increased until now we have reached the time of life which we so much longed for when we were boys and girls. That is, we are now men and women and can go and come whenever we choose. We are no longer dictated to or ordered around, neither are we held under any restrictions. We have full sway—we are kings and queens of the home. We can go swimming, fishing or skating, or coasting without asking Ma or Pa. We have gradually grown into the enviable, long-looked for experience. We have at last reached our freedom. We are big men and women and can do just as we please. The table has turned and revenge is ours. Instead of getting licked, it is our turn to do the lambasting. What a grand experience it is to catch our own boy and give him a good spanking instead of getting spanked ourselves. This reminds me of the man who gave his little boy a good flogging and then asked the boy if he knew why he whipped him. The boy replied; "Just because you are bigger than I am," and it is my opinion the boy's answer was correct.

INASMUCH as we are now men and women, why not put into practice the day-dreams of our boyhood and girlhood days. When we were boys and girls we declared that when we became men and women we would not work and drudge like our father and mother. We would take things easy and get the good out of life. I honestly believe that most men and women are altogether too serious. Only a few are getting out of life what God intended they should.

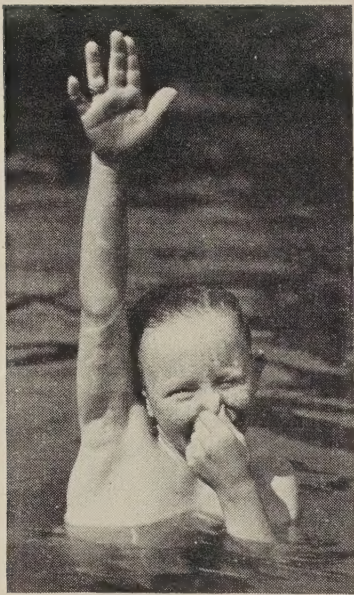
At the age of 18 Father came to me and said he now wished to show his appreciation of my loyalty and faithfulness. "You have my consent to begin your life as a traveling salesman," he said. This must have been quite a sacrifice to Father, because he wanted me to be a preacher—a Presbyterian at that. But if he were now living and could see the big red Strawberries I am growing, he would be reconciled to the fact that Frank had eventually found the "work of his calling." I love a good sermon and on Sundays am generally found in my pew, but when it comes to preaching I prefer to preach Strawberries rather than sermons.

With the help of a friend, I secured a position as city salesman from which I was promoted to a traveling salesman—"a real drummer." I continued selling goods on the road for about fifteen years, but it was not nearly as much fun as I thought it would be. And the fun grew less after I was married, and the road lost all of its attractions after the arrival of our first nightingale. And as the nightingales increased my love for the road decreased. I call them nightingales because ours were more musical at night than at any other time.

My territory increased with my salary until my trips would last from three to four months. Without going into all the details, I decided to do as the Swede did—"yump my job," regardless of what I was earning. However, my experience on the road convinced me that a farmer boy could make a success selling goods. From Pullman palace cars and palatial hotels to hoeing Strawberries was a change that made me feel at first like changing from a real hot bath to a cold shower. I suppose you know something of the shock. But the longer you stand under the shower the better you feel. Before I was in the Strawberry business thirty days the chill caused by the change had left me and I felt just dandy. A palace sleeping car and hotel looked like thirty cents to me as compared to my home with wife and three interesting children to entertain me.

HOEING Strawberries in the hot sun was rather hard work for a traveling man with soft and undeveloped muscles. One forenoon I was pretty well "bushed" from the effects of the hot sun, and while waiting for dinner I amused and rested myself watching my little boy play. He was then about five years old. I was looking through the open window. He was bare-headed and the sun was as hot as love in a bake shop. He was making a play house for his little sisters. Boards and rails were carried by

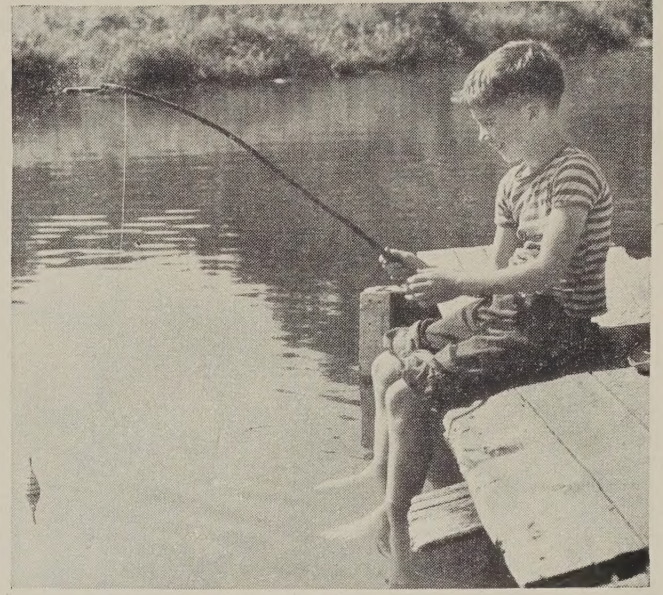
(continued on page 3)



It was swimming



"Cooning" Water Melons



Fishing

him with apparent ease. Dinner was called, but he heeded not. The second call was made and the boy kept on playing until I volunteered to go after him. The sweat was running down his cheeks making furrows through the dirt, and big drops were running down over his nose, somewhat resembling a miniature Niagara, and his face was as red as a crimson Rambler. The boy rushed through his dinner and back to his play, while I lingered in the shade, dreading to again face the hoeing.

It then dawned upon me that it was not the hot sun or the work that fatigued me, but rather the dread of it. I decided that if my little boy found fun and pleasure carrying heavy boards in the hot sun, I could get fun and pleasure hoeing Strawberries and doing other things connected with Strawberry growing. Therefore I resolved I would play the Strawberry game the balance of my life. When I started to leave the house my wife asked what I was going to work at that afternoon. I replied: "I am not going to work; I am going out to play." That afternoon the sun seemed to lose its power. I played all the afternoon with the hoe without stopping. The rows of Strawberry plants seemed to slip behind me. When supper was called I did like my boy—just kept on playing and—hoed another row. The following day I took up my work with great pleasure. That was twenty years ago, and I haven't done a day's work since. But I have played the Strawberry game with all my might. I have put my whole life and being into it.

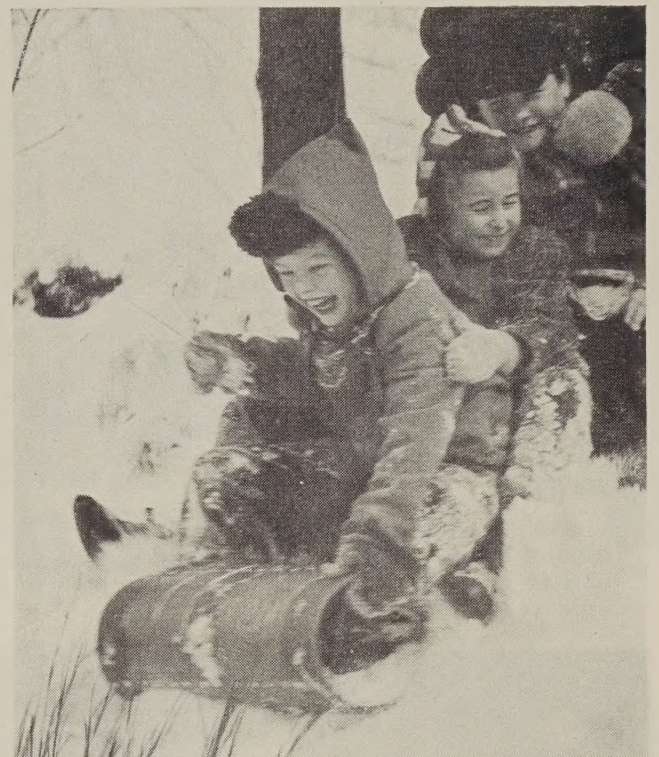
THE change from the palace car and hotel to Strawberry growing was the best trade I ever made, because I have been healthy, happy and prosperous ever since. I am satisfied.

It is much more interesting to hitch up a real team of horses to a big wagon and haul manure than it is to hitch up a couple of barefooted boys to a little wagon with sawed-out wheels only to have a runaway which results in everything being smashed to smithereens, even to the string harness. Every time a forkful of manure is scattered over the ground it means a quart of big red berries, and the more forkful scattered the more quarts of berries will be brought in from the field at harvest time. When the loads of berries are taken to market we can dress up and play the gentleman.

One of the happiest moments of my life was when I took my first load of Strawberries to town. I was prouder then than I was when I wore my first pair of red-topped, brass-toed boots to school, and that is worth mentioning because such boots at that time were the pride and joy of a boy's heart. The only thing that could beat a pair of those boots was that first pair of handsome red-striped suspenders. "Believe me," I stepped high and carried myself erect when I wore my first boots and red-striped suspenders and, of course, it was too hot that day to wear a coat even though the thermometer did register below freezing.

The reason a boy is so contented and happy is that he sees only the bright and beautiful side of things, and I see no reason why men and women cannot experience the same joy and contentment. It doesn't require any practice to see beauty and brightness in Strawberries, and I suppose that is the reason I experience so much pleasure and joy in growing them. I not only get great fun and pleasure out of the work, but dollars also. During my 24 years' experience growing Strawberries, I never have missed a year without paying myself a good dividend.

(Continued on page 4.)



Coasting and

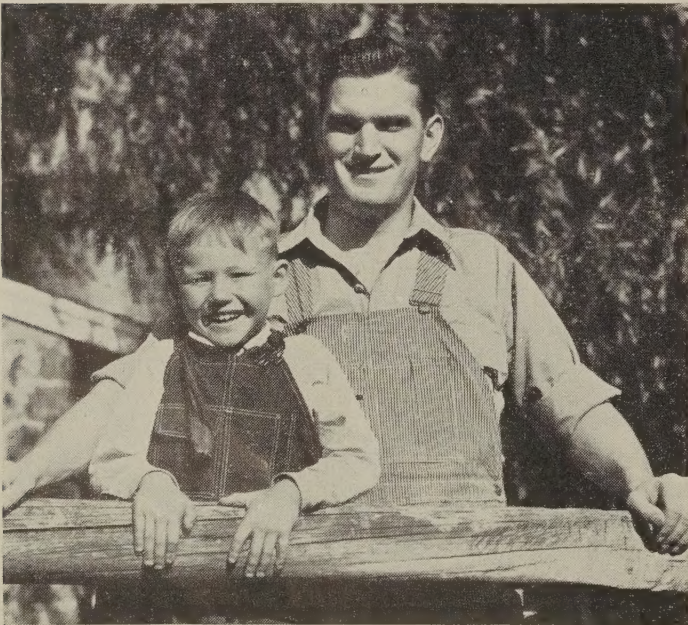


Making Snowmen

I do not attribute my success in selling goods on the road or in growing Strawberries to any special talent of my own, but rather to the enthusiasm I put into the work. While selling goods I learned that business men might well be divided into



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F. E. Beatty says: "I was born and raised on a farm and am still working on my 400 acres. Have done everything from plowing to harvesting: carried sheaves and shocked grain barefooted, hauled manure, built rail fence, chopped wood, made apple butter, grew corn, fattened hogs and butchered, raised cane and made sorghum molasses."

three classes; first, those who are making a rousing success; second, those who are making only a partial success and, third, those who are making a failure. The successful man always was first on the job in the morning and he was so deeply in love with his work that he put his whole life and being into it and generally remained at night or, as the boys say, "until the last dog was hung."

The partially successful man generally admitted that he did not particularly care for the line of work he was following, and that if he could find another business that he liked better he would make a trade. He stayed away from his business as long in the morning as possible because there was nothing in his work to attract him. He was not interested. He was merely in business because he had to make a living somehow.

The fellow who was making a failure went into his business because he thought it was a money-making business and not because he loved it. He was like the fellow who marries a girl for her money without any regard to love. In either case it generally results in divorce.

Meeting with the different classes of business men taught me that to succeed I must get into a line of work to my liking. And when I made the jump from the Pullman palace car to the Strawberry patch, I certainly made no mistake.

As I see it, there is no argument against the profits of Strawberry growing, because it is a settled fact that Strawberries, properly grown, will yield more dollars per acre and give quicker returns than any other crop. And then there is the question of pleasure and health which should be considered in all lines of work. Indeed, the work is refined and entrancing to both men and women. Whether you are a traveling salesman, professional man, farmer, clerk, bookkeeper, school teacher, or banker, or a good housewife, the love for Strawberry growing will grow in your life just as surely as the Strawberries will grow on the vines. And the more deeply you fall in love with the work, the greater your pleasures and profits will be. Nothing swells the heart like love. A big heart aids in accomplishing great things. It instills patience, fondness, enthusiasm and gives us a vision of higher ideals. Like music, it helps in the march of life. Then too, I might say that love gives faith. When a young man falls in love with a girl he has faith that he can support her. If you will fall in love with Strawberry growing you will have faith in the ultimate outcome. If faith aids in removing mountains, it also will aid in the growing of big crops of big red berries.

THE combination of faith, hope, charity and enthusiasm is a pretty good asset in all kinds of business, and the more we have of such qualities as these the more useful we are in our business and to our country.

I believe that those who possess faith, hope, charity and enthusiasm generally leave a larger hole in this world after they have gone than the fellows who do not have these splendid qualities, and it takes a long time to fill up the big holes left by those who did things.

I am in love with Strawberry growing to the extent that I dislike to see a single plant in our entire 100 acres suffer for either moisture or food, and as long as I can prevent it they are not going to suffer. Neither do I allow my plants to associate with weeds and bugs any more than I allow my children to associate with evil companions.

In summing up the whole proposition, let me say, if we love the Strawberry business, we will keep the commandments which we must keep in order to gain the reward of big annual crops. I do not wish to advise anyone, but if you should decide to take up Strawberry growing either for home use, pleasure or profit, I shall feel honored if I may have the pleasure of assisting you to get started in this delightful and profitable business. And let me suggest that, instead of saying, "I am going out to work," you say, "I am going out to play," thus lightening the work and shortening the day.

This is my sermon to you, and if you will put it into practice, I believe you will find it pretty good Christian philosophy. I hope I have thus carried out my Father's wish that I become a preacher.

The Key —to— Strawberry Profits

F. E. Beatty

This book has brought financial independence to alert men and women everywhere. It is the Key to the Door through which you will find Success, Prosperity and Independence. Read and re-read it . . . every word it contains can be turned into real dollars.

The Essentials

Thoroughbred, highly productive plants, well prepared fertile soil, thorough cultural methods and proper picking, packing and marketing of the berries are the four essentials necessary to insure big crops and big profits from Strawberries.

Pure-bred, highly productive plants always can be depended upon to produce big crops of fancy berries when the other essentials are present.

Well prepared, fertile soil is highly essential because plants are dependent upon the food elements supplied by the soil, and the more fertility the soil contains the more material each plant has to draw upon in building its crop.

Thorough cultivation serves to retain moisture, increases the activity of the bacteria which converts the plant food into available form, prevents weeds and promotes heavy root development which in turn increases the growth and productiveness of the plants.

The picking, packing and marketing of the berry crop is the last and one of the most important steps in Strawberry growing. Fancy berries can be made to appear more attractive and inviting by proper picking and packing, and by adding to their beauty and attractiveness you will create a great demand and the berries will command higher prices.

The most successful Strawberry growers are those who put these four essentials into actual practice to the fullest extent. (Go to page 6.)



**Buy by
This
Trade
Mark**

This is the famous Kellogg trade-mark. It is your safeguard. "Standardize" on Kellogg plants. They will produce bigger yields and bigger profits than any plants you can grow.



Everbearing *Streamliner* Strawberry

With the standard, or June-bearing Strawberries, you must wait a full year before you can cash in on your investment. Streamliner gives you big, profitable crops six months or less after planting. It starts bearing some fruit in about 60 days, and by September will be fruiting heavily so that picking is economical and marketing profitable.

Berries large, attractive and profitable in the spring as well as in the fall. Therefore, Streamliner comes the nearest to being a true everbearer of any of the everbearers. Fruits well the first fall, the following spring, and the following fall; 18 months—three good crops.

Berries uniformly large, well colored, uniform in shape, colored all the way to the center, and have no green tips. Really the best flavored everbearer today.

Plants vigorous and sub-zero hardy. Further, they have little preference as to soil, doing well on anything from clay to sandy loam.

**Supply limited
Order early**

25 for \$3.15	100 for \$7.65	400 for \$20.25
50 for 4.73	200 for 12.15	500 for 22.50
75 for 6.30	300 for 16.65	1000 for 40.00



Kellogg's

Ever-Bearers

Gem Everbearing

Gem is a money-making everbearer. Its berries are solid, and carry well to market. They are well shaped, well colored and deliciously flavored. The plants are healthy, vigorous, drought resistant, productive. Does not require mating. Grow in narrow rows for best results. Gem produces a fine crop of money-making berries in the fall—berries that will sell well at fancy prices—and then again in the spring. More and more, Gem is being planted for profit.

25 for \$2.10	100 for \$5.10	300 for \$11.10	500 for \$15.00
50 for 3.15	200 for 8.10	400 for 13.50	1000 for 25.00

Mastodon Everbearing

For years the leading everbearing Strawberry, and still the favorite with many growers. Its berries are large, good looking, easily picked, finely flavored. Bisexual, does not require mating. Heavily productive, spring and fall. Starts fruiting in two to three months.

25 for \$2.65	250 for \$12.00
50 for 3.95	500 for 18.75
100 for 6.35	1000 for 35.00

The KEY TO STRAWBERRY PROFITS



Choosing Plants

The quality of the plants you set determines the quality and quantity of berries you will pick. Note the plant in heavy fruit above. No matter how good the soil was, no matter how well it was prepared, and no matter how well this plant had been cared for after planting, it could not have produced such a heavy crop of berries had it not been a healthy, vigorous plant with inborn fruiting qualities in the beginning.

Pure-bred, true-to-name plants selected from mother plants of the highest fruiting powers are the foundation of a profitable berry crop, but plants which are taken from fruiting beds, or which have been propagated without any regard to selection and restriction soon will deteriorate and become unprofitable, if indeed they are not unprofitable from the very beginning.

Whether you grow Strawberries for home use or market it is to your profit to set plants which will respond readily to the intensive cultural methods described in this book.

Kellogg's thoroughbred Strawberry Plants are recognized throughout the world as the most productive and most profitable Strawberry plants grown. They can be secured only from R. M. Kellogg Company, Three Rivers, Michigan.

Soils

Any soil that will produce vegetables or common farm crops also will produce Strawberries providing it is well drained. However, old timothy sod should be avoided on account of white grubs.

The kind of soil you have is not so important as what is put into the soil, the manner in which it is prepared, and the cultural methods followed. Soil is nothing more than the home where the plants live and it is the feeding and care which they receive that encourages their growth and productiveness. Strawberries thrive in high and low altitudes and in all soils and climates, therefore, instead of seeking better soil, improve your own soil by following the instructions given in this book.

Soil Preparation

Whenever possible it is advisable to plow or spade your field or garden in the fall and the following spring re-plow. If it is impossible to plow in the fall, plow just as early in the spring as weather conditions will permit.

Then before setting the plants, level the ground with a harrow, or if a small garden, with the garden rake. In large areas it is a good thing to roll the ground before setting the plants in order to make the soil firm.

Fertilizing

In years gone by the fertilizer always recommended for Strawberries was stable manure. Now, however, since stable manure has become so hard to obtain, many good substitutes have been developed which are just as good or even better if applied according to the manufacturer's instructions. The best of these are animal fertilizers, such as pulverized cow manure, sheep manure, and specially prepared chicken manure.

Most of these specially prepared fertilizers can be secured through some local dealer.

The pulverized sheep manures and cow manures may be applied immediately after the plants are set, close around the plants. This saves waste as the fertilizer is applied only where it will be of most use and it will be worked into the soil as you hoe and cultivate.

The same is true of the specially prepared chicken manure. The best of these are mixed well with Peat Moss which has been used under the roosting places of the fowls.

WARNING! In no case should you use pure chicken manure for fertilizing your Strawberry plants unless you yourself prepare it carefully in advance by the following method: Chicken manure should be mixed with three or four parts of dry earth before being applied to the plants. The best way to do this is to lay down a layer of dry earth, then a layer of chicken manure and follow this with another layer of dry earth three or four times as deep as the layer of chicken manure, then another layer of chicken manure and so on. Then fork this over thoroughly in order to mix it well.

The chicken manure should be old and well rotted before being used. Fresh chicken manure is dangerous even when mixed as above.

Of course, if you can obtain stable manure, then you are lucky and we would advise you to use it. It should be applied on top of the ground during the winter and it will go into the soil in the spring when you re-plow previous to planting. This same method can be used for cow manure obtained from dairy farms.

Time to Set Plants

The proper time to set Strawberry plants is during the early spring months from the latter part of March until the middle of May, at which time the plants are in excellent condition for shipping and planting.

Later in the season they will not stand shipping as well, nor respond as readily after setting. Therefore, it is to the grower's in-

(continued on page 10)

**Highest
Quality Since
1869**



Minnesota No. 1166 Everbearing

Produced at the Minnesota Agricultural Experimental Station, Minnesota 1166 has hardiness, and fruitfulness under adverse conditions that most varieties do not have. Many believe it will soon replace the ordinary varieties, because it really is superior. Berries are large, well shaped, dark red clear through, and have marvelous keeping and shipping qualities. Do not rot in the box or dry up.

Flavor, an important quality, is exceedingly fine. Customers want flavor or they will not buy. Given flavor, they come back for more, and your profits from Minnesota 1166 will pyramid year after year.

25 for \$2.65	100 for \$ 6.35	300 for \$13.85	500 for \$18.75
50 for 3.95	200 for 10.15	400 for 16.85	1000 for 35.00

**1/4 Acre
\$900**

"In appreciation of the excellent Strawberry plants I received from you the spring of '46, I wish to tell you of my success. We have just about 1/4 acre and our yield was 1750 quarts of nice large, sweet, bright berries which sold for 50 and 60c a quart; most of the time we never got out of the patch with them. People were afraid they would be too late to get them."

R. E. Sroufe, Ohio.

If You Really Want the Best
Nursery Stock, Order of . . .

Kel



This Way is Best

There is always a right way and a wrong way to do things, and there is a right way and a wrong way to buy nursery stock. Contrary to anything else that may be told you, the mail-order plan is best for live plants, bulbs, and nursery stock in general; because plants are tender and perishable, and the less time that elapses between their removal from the nursery and their arrival in your hands, the better. It certainly is not advisable that they should lie around under the questionable care of incompetent persons, and where conditions are not right, before you take delivery of them.

All of the items you will receive from us are freshly dug from the nursery before shipment, excepting those which actually require storage, and these are stored under proper conditions by people who expertly know how. Further, you deal directly with the nursery itself. Unskilled middle-men do not enter into the picture at all, hence you are assured that you will get just what you order, and that everything will be of highest quality and in best possible planting condition and backed by Kellogg's liberal guarantee.

Grand — Large — Healthy

"Thank you for the grand plants you sent. I am not going to lose a plant. You send such nice large healthy plants they can't help but grow. I am proud to tell folks where I get my plants."—Mrs. A. S. Boustead, Minn.

Best of Seven

"To date I have received plants from 7 different nurseries. I believe you should know the fine contrast your plants make against the others I have received. They are amazing in their vigorous appearance, generous portions and root system."—Floyd Stooks, Iowa.

The Freshest The Nicest

"All the plants you sent me 2 years ago were the best, the freshest, and the nicest that I received from any nursery. Thank you so much. I recommend you to everybody that asks me who to send their orders to."—Mrs. T. Helmquist, Minn.

The Best—and It's the Truth!

"Can truthfully say that I never received an order from any nursery or anywhere else that was in as good a shape as this package was, just as clean as if it had come from a dry goods store or grocery.

"The plants all looked as good and fresh as a Lily in the garden, and I am just as confident as you are that they will all grow. When a person orders and gets plants in as good a condition as your plants are, it makes one feel that they merit

all the good care and attention that they should have, and believe me they will get it. I shall always recommend your Company to my friends."—W. T. Leffler, Ohio.

Order Early of..

Kellogg's



A leading clothing manufacturer says: "Our best ads are not written, they are worn." We say: "Our best ads are not written, they are grown—by our customers."

Every year we receive thousands of orders from people who have never ordered of us before. They have been directed to us by our satisfied customers, customers who have Kellogg plants growing in their gardens, and who have

found them outstandingly good. No better testimonial can be given as to Kellogg quality. We are delighted to welcome such new customers to the large Kellogg family.

You, too! If you have any trouble at all believing the nice things we say about our plants, why don't you "be from Missouri," and send us an order, and see for yourself?

Excellent Stock and Packing

"I have appreciated the privilege of dealing with you, and want to commend you on the excellent stock you sell, at such reasonable prices, and also the excellent care you use in packing these items, the like of which I have never seen."—Earl H. Heckart, Maryland.

Four Times as Good

"Bought 100 Premier from you three years ago. Bought 400 plants, 100 each of four varieties, from another place. Planted all at same time in same ground. Your 100 Premier produced more, and nicer berries than the 400 from other nursery."—C. A. Kelsey, Indiana.

Best Plants — Best Condition

"This season I tried 6 nurseries to test deliveries. I wish to congratulate you upon the fine hardy specimens which you sent. They were definitely the very best plants, and the plants were in the best condition of any we received—."—A. D. Fenstermaker, Ohio.

When You Order

Please write plainly, and use order blank if you have one. If not, please tabulate. Then add your order carefully and send money by good safe means—no unregistered currency.

Leave shipping date to us, if possible. Special dates should be requested only for very special reasons, other than weather, as planting time varies from year to year. Our daily Government weather maps tell us when.

And then there is the matter of transportation. With nursery stock it is impossible to advise what the cost is in advance, so we can give no scale of shipping charges. However, you may authorize us to ship either express with shipping charge

es collect or parcel post C. O. D. for shipping charges, whichever is cheaper.

Or you can add an amount to your order sufficient to cover shipping charges, and we will ship prepaid by the cheapest method, and refund left-over funds. This is a particularly good plan for orders under \$10.00. 10% added to your order will usually be more than sufficient, and will provide a refund to you.

Or, you can specify the exact method wanted.

It is best that you select one of the above plans, so that we can follow your wishes; but in case you ask us to ship C.O.D. for charges, remember that with parcel post there is an additional charge of 30c for C.O.D. and money order fees, this in addition to postage. **This for parcel post only.**

IF NO EXPRESS OFFICE in your town, give name of nearest express office and distance from you.

AND NOW ABOUT SMALL ORDERS: These are proportionately expensive to handle, and so if your order amounts to less than \$2.50, please add 50c for handling charge. Out of this we will pay parcel post charges, unless very heavy, in which case we will ask for any amount over 15c for postage. If you increase order to \$2.50, you escape the service charge, but are to pay shipping charge.

AND NOW JUST A FEW OTHER THINGS: No cancellations or changes during shipping season, for obvious reasons. **Plants not returnable for credit.** We cannot agree to delay shipment beyond May 20th. Strawberries, May 10th.

Guaranty

The Kellogg name assures you of highest quality nursery stock, that will produce highly satisfactory results with normally good conditions and care. Further, our packing is of the best, and we ship all plants in fresh growing condition. They will reach you in such condition with proper handling enroute. We cannot unconditionally guarantee arrival in best condition, but we do aim to have surplus stocks on hand for making refills; and will refill out of these surpluses provided re-

ports are made within 30 days, customers to pay a service charge of 25c on refills valued at less than \$2.50; or 10% of value when between \$2.50 and \$5.00; or when value is over \$5.00, customers may pay either a 10% service charge or agree to accept plants express collect, or parcel post C. O. D. for shipping charges.

Original shipment must be paid for in full, including shipping charges, before refills can be made. Should surpluses not be available, or should reports reach us

too late in season, refills will be carried over until the following year.

We cannot guarantee continued growth after planting, since stock is then subject to, and relies upon, conditions beyond our control. It is mutually agreed that in any event we will not be liable for more than the purchase price of stock. In case of failure on our part to fill an order for any reason whatsoever, return of the customer's money shall release us from all liability.

R. M. Kellogg Company, Three Rivers, Michigan

All varieties of Strawberries in this catalog are bi-sexual—do not require mating.



Order Early

Strawberries should be ordered early—planted early. We usually stop shipping Strawberry plants about May 12, depending on season.

Catskill

The Variety for Freezing

Now that frozen food lockers have become so important, the need has arisen for a variety of Strawberry that will freeze well, and come out of the freezing rich in color and flavor, and retain its form. Catskill is the most satisfactory variety known to date for freezing.

The grower who utilizes deep freezing as a means to enlarge and prolong profits, should grow Catskill.

Another feature of Catskill is its extra large berries. They are really huge and the flavor is extra fine, too; mild and sweet. Color brilliant red, with bright green calyx—very showy, excellent seller. Catskill is really making a very good name for itself. You will find it profitable.

Plants are vigorous and exceedingly productive. Grow Catskill in narrow rows for best results. Does not require mating.

PRICES: 25 for \$1.55 100 for \$3.80 500 for \$11.25
50 for 2.35 250 for 7.20 1000 for 18.50

He Likes Catskill

"Your Catskill and Premier are the best for us. I picked and sold better than 500 quarts from 2,500 plants on one day. Pickers said it never took more than 40 berries to make their quart with a large part in the 20's." Clayton E. Mills, Ohio. September 15, 1942.

The KEY TO STRAWBERRY PROFITS

terest to set his plants just as early in the spring as soil conditions will permit. If this cannot be done, plants should be shipped early and heeled in until they are to be set, in accordance with instructions given below.

Only in the extreme southern states can plants be set in the fall with any degree of success.

Heeling In or Keeping Plants Until They Are Set



Often bad weather or other conditions will prevent you from setting your plants immediately upon arrival. In that case, heel them in. First select a spot well protected from wind and sun, then dig a V-shaped trench about 8 inches deep as shown above. Loosen the bunches of plants and spread the plants out along the trench as shown. Next cover the roots well with about 1 inch of earth, pack firmly with your feet, lay down another row of plants, cover the roots with earth again and so on until all are heeled in. Now give one final firming of the soil with your feet, applying all your weight. It is scarcely possible to get the soil too firm.

Next soak the trench well with water, then cover all but the crowns with loose soil, old burlap, straw, or leaves. Keep soil moist until plants are set.

Heeling in is actually a benefit to the plants when properly done as instructed above. Be careful to draw the soil well up to the crowns, but do not cover them.

It is even advisable to order plants early, then heel them in until you are ready to set. Plants properly heeled in will keep for several weeks.

Order Extra Plants

It is not reasonable to expect that every plant you set, especially if you set large numbers, will live. Therefore, order 5% to 10% more than you feel you will need, and heel in the surplus plants according to instructions above. Use these for filling in vacancies as they occur, and every square foot of your ground will contribute its share towards a full crop.

Planting Systems

There are many systems for planting and growing Strawberries, but the most profitable are the hill, single hedge, and double hedge row. Each one of these is illustrated and described below.



Plant In a Hill

The picture above shows a Strawberry plant grown by the hill system. Note the absence of runners. By the hill system, all runners are pinched off or chopped off with a hoe as rapidly as they appear so that the mother plant becomes large and bushy. This system requires a little more care than other systems, but repays the effort many times over in higher quality fruit and more fruit. This is the way the finest Strawberries are grown.

Hill-grown Strawberries will always command a higher price than other berries and will sell quickly and easily on the market. They simply prove the old saying that "Quality will be remembered long after price has been forgotten."

For the hill system, rows should be made 30 inches apart and plants set 15 inches apart in the rows and all runners removed.

(continued on page 12)

Great Goodness Strawberry Garden

"God might have produced a better fruit than the Strawberry, but he never did."

Space only 15 by 20 feet or similar area needed. Best varieties only. Berries utterly delicious.

June Varieties	
25 Premier\$1.40
25 Nectarena	... 1.50
Everbearers	
25 Streamliner	.. 3.15
25 Minnesota	... 2.65

Total Value \$8.70
SPECIAL PRICE

\$5.25



Robinson

It's Running Away With the Market

This is another of those new varieties that is rapidly gaining in popularity. It has the distinction of having outsold all other varieties on the famous Benton Harbor fruit market, one of the very largest, and is making enviable records elsewhere too. It is arousing great enthusiasm among commercial growers on account of this marketable feature.

Its marketability is easy to understand. The berries are extra large, beautiful, glossy, scarlet-red clear to the center, conical in shape, and—A GOOD SHIPPER.

Further, it bears heavily, over a long period of time, and starts only a few days after Premier. Berries keep their size well throughout the season.

Try Robinson. You'll like it. And, we think you will make money with it too.

PRICES: 25 for \$1.40 100 for \$3.40 500 for \$10.00
50 for 2.10 250 for 6.40 1000 for 17.50

"I certainly appreciate your fine plants, they have such strong, large, healthy roots. I never saw any plants as nice as yours. They are wonderful. I believe yours are the very best. Thanking you for the fine way you handled my order." Verna Burns, Missouri.



Dorsett

Dorsett (Above.) Once acclaimed as a long-last rival to Kellogg's Premier, and it is excellent. We recommend it. If you have never grown it, try it. You'll like it. It is a big solid beauty that is one of the very best money-makers—profits up to \$1000 per acre. Extra early, but immune to frost, drought and excessive rain. Fruits extra early to late. Berries keep, ship, hold color. Fine canner. Excellent fresh; sweet. Bi-sexual. **Prices at right.**

Fairfax Bi-sexual. Does not require mat- ing. This variety's unusual flavor will appeal to you: non-acid, delicious, different. As good as Dorsett but slightly later—frost resistant—succeeds any- where. Berries are very deep red clear through, and firm and solid; extra large; bring high prices—will attract cus- tomers away from the cheap, shipped-in berries. **Prices at right.**

Blakemore Midseason, bi-sexual does not require mating. Don't think that Blakemore's not an important variety, just because not pictured. It's one of the best; a big, hardy, strong grower that produces big crops of large, round, sparkling, solid berries. Solid red from surface to center. Exceedingly beautiful. Excellent for home garden or for market. Growing more popular every year, and making more and more money for growers, and more and more eating pleasure, too. Grow in narrow rows for best results. Mild and sweet. **Prices at right.**

Senator Dunlap

This variety grows itself, mates itself and produces loads of large, beautiful berries. Berries are fine fresh from the vine, and especially fine for canning. Flavor sweet and delicious. A good shipper. Grow Dunlap in narrow rows, and the small extra effort will greatly repay you. Mid- season. Bi-sexual. You'll find plenty of people still who say, "Dunlap for me". **Prices at right.**

Prices

Dorsett and Fairfax

25 for	\$1.40
50 for	2.10
100 for	3.40
200 for	5.40
250 for	6.40
300 for	7.40
400 for	9.00
500 for	10.00
1000 for	17.50

Prices

Blakemore and Senator Dunlap

25 for	\$1.15
50 for	1.70
100 for	2.75
200 for	4.90
250 for	5.40
300 for	6.00
400 for	7.30
500 for	8.45
1000 for	13.50

Order Early

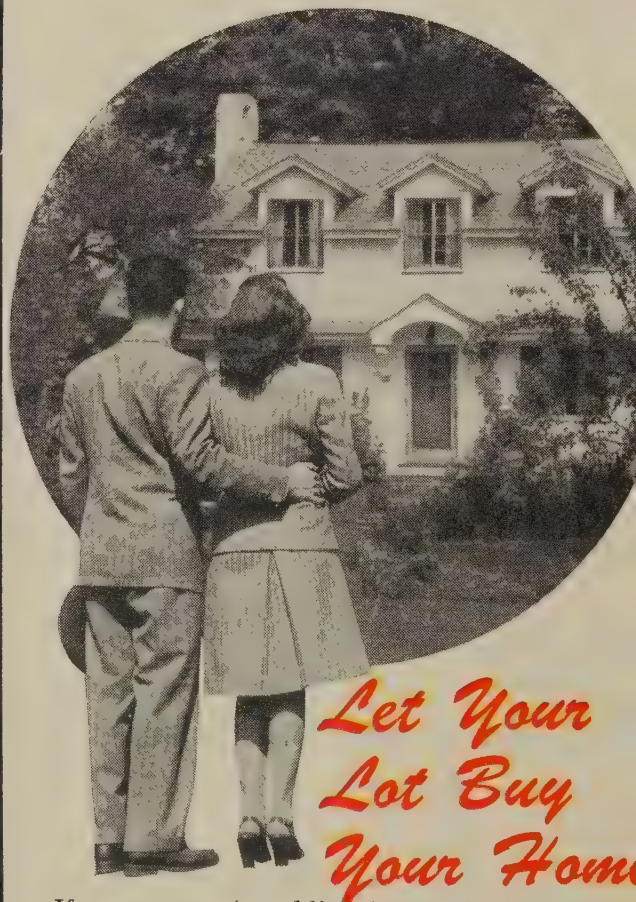
The KEY TO STRAWBERRY PROFITS

By setting in check rows the wide spaces can be cultivated with single horse cultivator and the narrow spaces with hand cultivator. This leaves only a very small area around each plant to be hoed and considerably re- duces the cost of cultivation.

In small gardens the rows may be made two feet apart and plants set one foot apart in the row and if crowded for room, they may be set 15 inches apart each way. The hill system is mainly recommended for small gar- dens, although many commercial growers use it successfully with wonderful results.

14,000 plants may be set on a single acre when they are set 30 by 15 inches.

(Note: By the hill system I do not refer to hilling or ridging the ground. The plants should be set with the crowns level with the surface the same as in either of the other systems. "Hill" is simply the term applied to the bushy plant formed by keeping the run- ners off. The ground should not be ridged for any system unless there is slow and im- proper drainage).



If you are one (or a blissful two) who has been wanting a new home, don't drop your plans be- cause of high costs and shortages. Keep on plan- ning and dreaming, and let your plans pay their way.

Perhaps you have your lot now. If so, plant it to Strawberries; put the profits in good bonds or savings, and when building time does come, you will have a substantial down payment ready.

2500 plants will set a lot 100 x 150 feet, and will produce 1500 to 2500 quarts of berries, price 35c to 65c per quart, or more. **YOUR PROFIT,** \$500 to \$1200. Second year, about same.

Better yet, buy a second lot after the first year's fruiting, and plant it too, and in five or ten years you will have your home entirely paid for by Strawberries. **BEST MONEY-MAKER—KELLOGG'S PREMIER.**

Single Hedge Row



The single hedge row, shown at left, is formed by setting plants two feet apart in rows which are spaced 3 feet apart. Each original plant is allowed to make two runner plants which are layered on opposite sides of the mother plant directly in line with the row. In layering runner plants they will take root more quickly and make better development if you aid them by placing a small stone or clod of earth just back of the node in order to hold it down. All other runners should be removed. 7,000 plants are required for one acre.

The single hedge row system requires less investment in plants at the beginning and produces very high quality fruit, rivaling the fruit from the hill system. It should be used for plots of ground from one-quarter acre to an acre, or possibly an acre and a half.

Double Hedge Row

For the double hedge row system shown at right, plants are set two feet apart in rows, which are spaced $3\frac{1}{2}$ ft. apart. Each original plant is allowed to make 6 runner plants, two of which are layered on opposite sides of the mother plant directly in line with the row. The other four are layered two on each side of the mother plant in spaces between the rows. This forms three distinct rows, the original row and a row of runner plants on each side. After the rows are thus formed, all other runners should be removed. 6,000 plants are required for one acre.



The double hedge row is well suited for plots from one acre and up and produces excellent fruit. We know of one grower who used this system throughout the depression and sold his berries at two to three times what others were bringing. He could not supply the demand and he continued to make money while his neighbor growers failed. He also used Kellogg Thoroughbred Plants.

(continued on page 16)

Plan Ahead for Profit

You will be following best business practice to order a few plants of new varieties, for trial, to determine for yourself how good they are under your conditions; then if they do well, you can order commercial quantities with confidence, and will make big profits. See pages 5, 7, 17, 27, and 32.



Satin skin,
Sunny smile,
Eyes that dance
With impish guile,
Teeth that gleam,
And sparkling hair,
Oh, little girl,
How sweet you are!
©

"Oh, Ain't She Sweet?"

Folks, meet our little sweetheart with her big straw hat, golden hair, and sparkling, sunny smile. We wish she'd never grow up, but always stay just as she was when the picture was taken.

But look, she has a basket of Strawberries! We don't want to take anything away from our Honey Girl, but we do want to say that the Strawberries are just as sweet as she is. In fact, they are an entirely new variety that we call Nectarena, with a flavor that's really something "out-of-this-world."

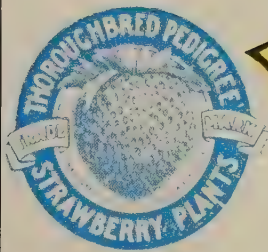
We can't tell you about the flavor. It's really impossible to describe it adequately. But turn to pages 16 and 17 and we'll tell you as much as we can, and how you can get it. You really have to taste it to know how delightful it is.



Will They Go To College?

An acre of Kellogg's Strawberries should easily produce 5000 quarts, if given average care, and under present conditions that quantity would easily produce enough profit to keep one youngster in college for a year, with money left over. It would last for two years, if the youngster works as many do. And, many Kellogg customers report yields far in excess of 5000 quarts per acre. Plan now for your youngster's education. Plant an acre of Kellogg's Strawberries, or even a half acre, and watch that college fund grow.

Important When planning the youngster's college education, play safe. Plant a known and proven money-maker. Kellogg's Premier would be our recommendation. See pages 14 and 15.



Buy by this trade-mark.
It has meant the best
in Strawberry plants
for 80 years.

1915

1918

1921

1916

1919

1922

1924

1917

1920

1923

1925

1926

The Year



2000 Plants - 2500 Quarts

"We set out 2,000 Premier plants on $\frac{1}{4}$ acre and the yield was certainly all that could be expected and then some. Picked over 2,500 quarts of berries. Sold them as fast as we could pick them and sometimes faster. Never a quart to keep over until next day. Have had Premier plants for a good many years. They can't be beat for yield and growth."

J. M. Nafzger, Ohio.

1927 1930 1933 1936
 1928 1931 1934
 1929 1932 1935

Our advice to customers for years has been: "If you can plant only one variety, by all means plant Kellogg's Premier." And our advice is still the same, excepting for a few hundred plants of new varieties, for trial under your own conditions. For commercial planting, use Kellogg's Premier, the 12-point variety. Read about the 12 points below.

*Unroll and Still
 Kellogg's Premier*

Remains the Best of them All

Way back before 1915, Mr. F. E. Beatty, then president of the R. M. Kellogg Company, was called to a town in Illinois to view a new Strawberry. It took only a glance from his practiced eye to realize that here was a variety that far surpassed anything that had been originated up to that time. The berries were large, bright colored, beautiful; and lay in great masses among the foliage, like treasures of gleaming gold, which indeed they have proven to be.

In 1915, the variety was introduced to Kellogg's customers as "Kellogg's Premier," and those growers who tried it found for themselves the same thing that Mr. F. E. Beatty found, that here was a Strawberry that far surpassed anything that had been so far originated. Nearly all the testimonials in our files are Kellogg's Premier testimonials and they still continue to come in.

**Order
 Early**

Have Plants Reserved

1939 1942 1945
 1940 1943
 1941 1944

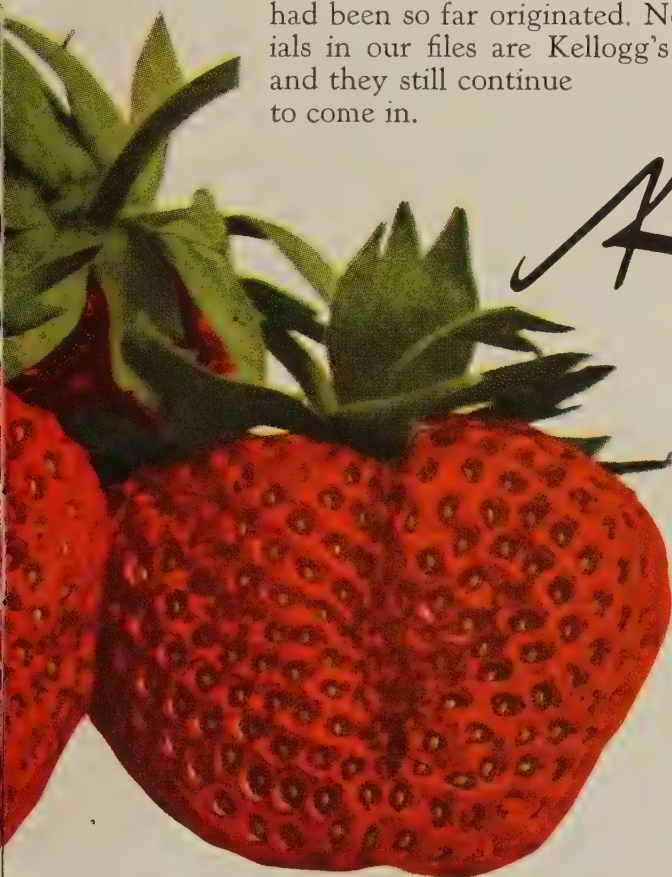
1949

**1 1/3 of a
 Century**

Kellogg's

Premier

The Twelve Point Variety



- (1) **Extra Early.** No worthwhile variety is earlier. High prices—more profits.
- (2) **Resists Frost.** Very essential with an early variety. Frost hardly touches Kellogg's Premier.
- (3) **Fruits Long.** Nearly as late as most other varieties. Berries hold up well throughout the season.
- (4) **Extra Large.** Size attracts attention and buyers; big profits.
- (5) **Well Shaped.** See picture.
- (6) **Solid.** One of the best market varieties. Ships well for long distances.
- (7) **Healthy.** Seldom diseased. Foliage tough, dark green, glistening, leathery.
- (8) **Beautifully Colored.** Red clear through. Buyer's delight.
- (9) **Best for Preserving.** Retains shape and color.
- (10) **Easy to Grow.** Stands drought, excess moisture, other unusual conditions.
- (11) **Delicious.** A fine table berry. Makes customers come again and again.
- (12) **Extra Productive.** Yields of 1 quart per plant are common, sometimes two.

PRICES for Kellogg's Premier

25 for \$1.40	250 for \$ 6.40
50 for 2.10	300 for 7.40
100 for 3.40	400 for 9.00
200 for 5.40	500 for 10.00
1000 for \$17.50	

Narrow Matted Rows

This system requires plants to be set 2 by 3½ feet. Allow runners to form until they fill in a row about one foot to fifteen inches wide, then keep the surplus runners off.

The narrow row system is a good system, but not as good as the single or double hedge row systems where plants have room to breathe, to feed, to grow *and to PRODUCE*.

The wide matted row system is really no system at all and we do not recommend it. By this system, or rather lack of system, plants are set wide apart then allowed to run wild, each plant fighting with its neighbor for its share of the food, sunlight, and air with consequent poor results and very difficult and expensive picking.

Remember, not only do you get better berries from the first three systems mentioned, but picking is very easy and rapid, thus you can get pickers to work for much less pay, while at the same time your berries are bringing higher prices.

Better plant a small acreage and care for the plants properly than to set a big acreage and let them run wild. *You will make more money. You will succeed where others fail. All varieties in this book are bi-sexual.*

Mating Varieties

Strawberry varieties are divided into sexes, male (staminate or bi-sexual) usually indicated by the letter B, and female (pistillate) by P.



Sex in Strawberry plants. Left: pistillate blossoms. Right: blossom of bi-sexual.

The blossoms of the male varieties contain both male and female organs and are self-fertilizing, while the blossoms of the female varieties contain only female organs and are dependent upon the pollen produced by the male varieties for fertilization. For this reason it is necessary to set plants of pistillate varieties in rows between rows of bi-sexuals of the same fruiting season. The pollen is carried by the wind and bees and in this manner the blossoms of the pistillates become fertilized. Three or four rows of pistillates may be set between each two rows of bi-sexuals.

Note: This book would not be complete without the above information on mating. However, very few pistillate (female) varieties are offered nowadays, there being plenty of good bi-sexuals, which do not require mating.

All varieties offered in this book are bi-sexual and do not require mating.

New Strawberry

Our discovery of Nectarena so nearly matched our discovery of Kellogg's Premier, that we could use almost the same words in describing it. Four years ago, we were called to a small town near Toronto to view a new variety of Strawberry. It took only a glance for us to realize that here was a variety that far surpassed anything that had been originated up to that time, excepting, perhaps, its parent, Kellogg's Premier. **The berries were large, bright colored and beautiful; and they lay in great masses among the foliage like treasures of gleaming red gold, which indeed they are.**

But the big difference appeared when we tasted it. Years ago we had a variety known as Bedarena, which was lacking in certain important respects, but had a flavor so sweet, mild, and melting that we often remarked: "What a pity we can't get that flavor into a variety like Premier!"

Sweet Memories

Now, in this new variety, we immediately recognized that Bedarena flavor, more delightful than ever if anything. And what was our surprise to find that the new variety was a cross between Bedarena and the famous Kellogg's Premier, taking its flavor from Bedarena, and its other characteristics from Premier.

And so, in one respect, at least, this new variety does surpass Kellogg's Premier, it has a far better flavor, and although it would be difficult at present to say that it surpasses Premier in other characteristics, it is its equal in many; and the one point alone—flavor—would be enough to make it a close or even a surpassing rival.

Otherwise Like Premier

Compared with Kellogg's Premier, it starts ripening only three or four days later, and has ripened earlier. Seems to be equal as regards frost-resistance and length of fruiting season—three to four weeks.

Again like Premier, berries are extra large, well shaped, beautifully colored clear through, and have an irresistible attractiveness. We believe firmly that Nectarena will be one of the most profitable of all Strawberries.

Very easy to grow. Foliage is strong, healthy and vigorous. Bi-sexual, does not require mating.

Lots of Berries

Yields vary under various conditions, but one grower who tested the variety, set out 1000 plants and from those 1000 plants states that he got 2000 quarts of fine, marketable berries, an exceedingly good yield. Observations so far indicate that it is equal to Premier as to productivity.

Prices

25 for	\$1.50	200 for	\$10.40
50 for	2.80	400 for	20.30
100 for	5.40	500 for	25.25
1000 for	\$50.00—And Worth It.		

Cherry - Nectarena

Plant
Pat. No. 780

With a flavor so Different and
Indescribable, you'll say it must
have come from another world

The New
Sweetheart
of the
Garden

Cultural Note:

Culture of Nectarena same as other varieties. Keep it in narrow rows. No variety should be allowed to run wild. It is an easy matter to keep runners chopped off.

The name Nectarena comes from two words: Nectar and Bedarena. The word Nectar we use in whole, because it indicates sweetness, then we add the last three letters of the word Bedarena, because Bedarena was the parent from which this new variety takes its flavor.



What's Wrong With This Picture?

Here is a picture of beautiful, large bright red Strawberries. They even look appetizing, don't they? But, there is something wrong with the picture.

The trouble with this particular picture is that it cannot show the delicious taste of Nectarena Strawberries. It may arouse memories in your mind of how ordinary Strawberries taste, but Nectarena has a new taste with which you are not at all acquainted.

The only way to experience the out-of-this-world taste of Nectarena is to order a few, and try them yourself. It's important.

R. M. Kellogg Co.
Three Rivers, Mich.

Kellogg's Strawberry Bargains



It is so important that you try the new Nectar-ena Strawberry that we include it in both gardens below—an excellent means of comparison as the older, tried-and-true varieties are right there alongside.



Spring and Fall Garden

If you want berries both spring and fall, order this garden. Half everbearing, half June-bearing.

50 Kellogg's Premier	\$ 2.10
50 Nectarena	2.80
50 Minnesota Everbearing .	3.95
50 Gem Everbearing	3.15

Total Value\$12.00

Special Price

**200
Plants
\$8.35**

**Order
Early**

June Garden

Many of you like your Straw-berries only in the "Good Old Summer Time," so here is your garden: June-bearers only, no everbearers.

50 Kellogg's Premier	\$2.10
50 Nectarena	2.80
50 Fairfax	2.10
50 Catskill	2.35

Total Value\$9.35

Special Price

**200
Plants
\$6.75**

Money Maker

Eat your fill, can some too, and bank a nice profit as part of the bargain.

Space Needed	200 Kellogg's Premier .	\$ 5.40
	200 Catskill	6.10
50 x 100 ft.	200 Fairfax	5.40
or Similar	200 Robinson	5.40
Area	Total Value	\$22.30

**Special
Price**

**800 Plants
\$13.95**

The KEY TO STRAWBERRY PROFITS

The diagram on page 16 shows how plants may be set for proper mating. Do not overlook the pistillate varieties, many of them are the best varieties grown, and by simply following this plan you can produce wonderful crops of fruit.

Even with male varieties the crop may be increased and the quality of the berries improved if several bi-sexuals are set in the same patch as this provides an inter-change of pollen which Nature intended.

No Mixing

Strawberry varieties do not mix or become crossed through the runners. Everbearers may be set beside standard varieties or any number of different varieties may be grown side by side in a garden or field without mixing unless the runners of one variety are allowed to spread and take root in the row of another variety. Prevent this by restricting runners of each variety to their respective rows.

Setting Plants

A spade is a very good instrument to use in setting Strawberry plants. Simply push the spade straight down into the soil, then push it forward. This makes a V-shaped opening. Now place the roots straight down into this opening, seeing that they are well spread, and holding the crown slightly above the ground surface. Next press the soil firmly against the roots, and draw the soil up around the crown, but not enough to cover the crown.

Good, firm setting is an essential, it being hardly possible to set the plants too firmly. The full weight of the feet on all sides of the plant will not make the soil a bit too firm. The top soil should, of course, be loosened afterwards by hoeing and cultivation which should start immediately after setting.

It is a very simple matter to set Strawberry plants. Simply use the same judgment as in setting vegetable or flower plants.



TOO SHALLOW

TOO DEEP

JUST RIGHT

In the drawing above, the plant at the left is set too shallow. The exposed roots will dry out and the plant is very likely to die.

The second plant is too deep, the crown being covered so that it will rot and the plant will die.

The third plant is just right—crown just level with the surface.

Take a little care at first in planting and you will find that it soon becomes very easy

(continued on page 19)



Giant Victoria Rhubarb

Easy to grow—practically takes care of itself once established. Giant Victoria red variety. Stalks extra large; roots extra strong.

6 for \$1.35	25 for \$3.80	75 for \$10.25
12 for 2.20	50 for 7.10	100 for 13.50

Cultural Note: Plant in rich, well-drained, non-acid soil, 18 to 24 inches apart. If in rows, space rows about 4 feet. Sun or part shade. Plenty of fertilizer.

Victoria Rhubarb

Asparagus

The Early Spring Money-Maker

Smart growers plant a series of crops which will bring them money from early to late. This not only spreads their income but spreads the work, too, making a large income easy to manage. Much more of the work can be done by the grower himself by this method.

For the earliest of spring money-makers, plant Asparagus. People will pay high prices to get it. Further, it is very easy to harvest, and requires but very little care after it is once set. Produces year after year.

Culture: Plant Asparagus in ordinary garden soil. Normal moisture requirements. Lots of sun. Rows 3 ft. apart; plants 20 in. in row. See also page 31.

New Paradise

Only 6 or 8 stalks make a pound; thus comes into big money earlier than other varieties and continues for years. Some growers say it produces twice the crop of ordinary Asparagus.

Quantity	1-Yr.	2-Yr.
12 for	\$ 0.75	\$ 0.95
25 for	1.10	1.45
50 for	1.80	2.35
100 for	3.20	4.15
500 for	14.40	18.75

Martha Washington

Remarkably free from disease. Produces large crops. Stalks tender, juicy. Plump stalks one year from planting; continues for about 20 years. Has withstood the test of many years.

Quantity	1-Yr.	2-Yr.
12 for	\$ 0.67	\$ 0.85
25 for	1.00	1.30
50 for	1.60	2.10
100 for	2.85	3.75
500 for	12.95	16.90

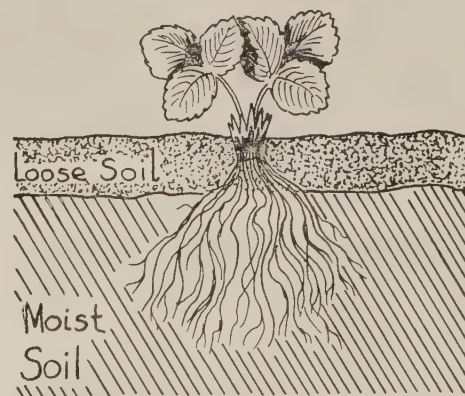


The KEY TO STRAWBERRY PROFITS

to plant the right depth. If you find that you have set a plant a little too shallow, draw the earth up around the roots until they are covered. If you find that you have set a plant too deep, the best thing to do is to take it up and set it over.

Cultivation

Cultivation should begin as soon as the plants are set and when soil conditions will permit, and should be continued every week or ten days throughout the entire growing season. Never cultivate when the soil is wet, but cultivate as soon as the ground can be worked after each rain. Stir the soil to a depth of about two or three inches, going as close to the rows as possible, and complete the cultivation by hoeing shallow directly around the plants and in the rows where the cultivator teeth do not reach.



What Cultivation Does

The picture above indicates the results secured by cultivation and hoeing. On top of the ground is a layer of soil loosened by hoeing and cultivation. Moisture cannot easily penetrate upward through this loose soil, hence is retained in the soil surrounding the roots below where it is available for the use of the plants.

R. M. Kellogg referred to cultivation as "Horse-leg irrigation" because it serves so well in bringing plants through dry seasons. You will experience very little loss from drought if you put these instructions into practice.

In addition to conserving moisture, thorough cultivation prevents the formation of crust, keeping the ground free from weeds and makes conditions favorable for friendly bacteria which promote growth in the plants.

An Interesting Experiment

Place a piece of cube sugar in a saucer, next cover this with a layer of powdered or finely pulverized (not granulated) sugar. Now pour a little coffee into the saucer. The coffee will rise up through the compact cube sugar as far as the loose powdered sugar, but no farther—finely pulverized soil stops the rise and escape of moisture just the same as finely pulverized sugar—see explanation above.

(continued on page 20)



Blueberries that You can grow

Wonderfully Large

You can grow them at home. Marshy land not required. Simply observe the few cultural instructions below, and they will succeed for you, on high land or low.

For a number of years we hesitated to list these Blueberries, hardly believing ourselves that they would succeed, excepting in boggy land. But, in the end, we found that dry-land Blueberries really were a success, so here they are in all their glory; large, plump berries that are juicy, mild and delicious. You'll be surprised at their size, and they really are much better than wild fruit. Two to three times larger than wild varieties; small seeds.

Prices received for Blueberry fruit are very high, and they ship well, being solid and firm. Upright growth, easy to pick. And, the plants last a lifetime, continuing to bear large profitable crops. Four year plants usually yield about 800 to 1,000 quarts per acre; older plants more. Fruit ripens over several weeks. Large clusters.

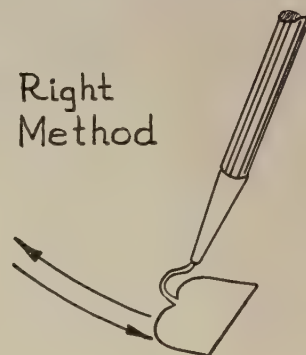
Set 5 to 7 feet apart. Moist soil O. K., but with mulching can be grown on most any acid soil. Use peat moss, oak leaves, woodland soil or aluminum sulphate for acidifiers.

PRICES: 3 for \$ 5.50 12 for \$19.00 36 for \$55.00
6 for 10.00 24 for 37.00 48 for 72.00
Order Early More than 48 at \$1.50 each.

R. M. Kellogg Co., Three Rivers, Mich.

The KEY TO STRAWBERRY PROFITS

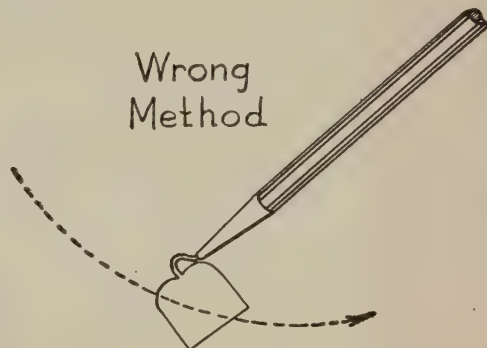
Right
Method



The hoe is pulled forward, then withdrawn as shown by the arrow. Draw the hoe into the soil as nearly as possible on a line with the hoe blade, thus giving a slicing action, then pull it backward along the same line. The soil above the hoe will crumble into a fine, loose dust mulch. This method leaves the soil loose and level. A little practice makes this easy. Note that the hoe handle is held nearly vertically.

When working near the plant, give the hoe a circular motion. Do not go more than a half inch deep around the plant—merely cut the crust.

Wrong
Method



This method is the chop, chop method—entirely wrong. If you find your ground in hills and valleys after hoeing, you are pulling the hoe out of the soil on the forward sweep as shown by the arrow. This pulls the earth into a ridge in front of the hoe, leaving the lower soil exposed back of the hoe. The escape of moisture when this method is followed is excessive.

Practice stirring the soil with your hoe, keeping your hoe as nearly as possible, always in the same plane, do not drag it forward, but rather slice and stir through the soil.

Filling in Vacancies

Every bare spot in your Strawberry rows reduces your profit, therefore, you should take precautions in advance to avoid them. It is hardly reasonable to expect that every plant you set, especially if you set large numbers, is going to live. Therefore, in ordering plants, order about 5% more than you feel you will need and heel in the surplus plants according to instructions just given, until you see that you are going to need them. Then use them for filling in the vacancies and every square foot of your ground will contribute its full share towards the crop. You should, of course, fill in vacancies as soon as possible because early planting is always better than late planting.

Should you neglect to order additional plants for filling in, vacancies may be filled

(continued on page 21)

by allowing additional plants to form the necessary runner plants and layering them in the proper places. If, however, vacant spots are of considerable length, it would be advisable to allow several plants to develop runners and re-set these runner plants in the vacancies. When this method is used the proper time for doing the work is in the early fall after a good shower.

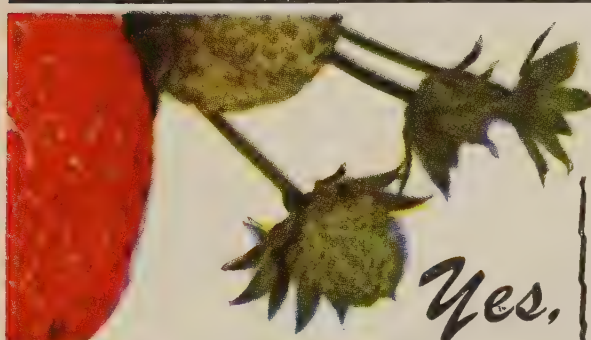
In resetting the runner plants for this purpose, a clump of soil should be taken up with the roots and care exercised not to disturb the roots so that there will be no check in the growth of the plants.

Removing Blossoms

Plants will begin to blossom soon after they are set. The blossoms or fruiting stalks of all standard varieties should be pinched or cut off throughout the first year. This strengthens the plants by preventing exhaustion which results from early pollen secretion and seed production. It is very important that this be done as early as possible to relieve the plants of unnecessary strain. This work is easily and quickly done and is usually necessary only once or twice.

In the case of everbearers, the blooms should be kept off until about the first of July, after that they may be allowed to fruit.

(continued on page 22)



*Yes,
These are Buds*

But these particular buds tell you nothing. The buds that are important, in the case of the new Nectarena Strawberry, are innumerable little "taste-buds" on your tongue. They'll tell you more about Nectarena than all the pictures and printed words in the world.

You have to have actual berries on hand to make this "taste-bud" test. Order at least twenty five plants right away, and be ready for a pleasant surprise at fruiting time. See pages 16-17.

Commercial growers, order plants for trial. Then you will know from your own experience how well Nectarena does for you. Ordering new varieties for trial is good practice and will make money for you in the end.



Boysenberries -

Amazingly good-Huge

More and more rapidly Boysenberries are coming to be one of the big moneymakers for fruit growers. On account of their unique flavor, which combines all the delights of Raspberries, Loganberries, and Blackberries, they are very much in demand. Also on account of their size, the berries being huge, about 1 by 2 inches. They certainly do make a good display in the box. No fruit introduced in recent years has created quite the sensation that Boysenberries have.

Can be used for pies, shortcakes, canning or fresh from the vines. No hard seeds. They fruit 1 year after planting.

Grow on Trellis • Easy to Pick

Berries stand out well away from the vines; easy to pick. Large fruit makes quicker fill-up of box. Trellis should be 4 to 5 feet high.

6 for \$1.35	25 for \$4.00	75 for \$11.00	200 for \$28.25
12 for 2.20	50 for 7.50	100 for 14.50	300 for 42.00

Boysenberry Cultural Note: Plant Boysenberries at least 5 to 7 feet apart, 8 to 10 feet for commercial planting. Train new growth both ways on wires or trellis. For winter, mulch with straw or coarse stable manure. Sandy loam best; good drainage.

Thornless Boysenberries

Ripen about three weeks earlier than the regular variety. Flavor has more of a tang. Very delicious.

6 for \$1.40 12 for \$2.30 25 for \$4.20 50 for \$7.85 100 for \$15.20

R. M. Kellogg Co., Three Rivers, Mich.

The KEY TO STRAWBERRY PROFITS

Spraying for Insects

If you set strong, vigorous plants which are free from insects and plant disease, it will seldom become necessary to spray, but should you find it necessary to do so, the following formulae should be used. These remedies may be applied through any of the small handspray machines as well as the large power sprayers.

For all insects which work upon the foliage, either eating or folding the leaves, pour sufficient water over three pounds powdered arsenate of lead to make a paste and continue adding water until it becomes a creamy solution. Pour this into fifty gallons of water and mix thoroughly before spraying. For small gardens use at the rate of one ounce of the powdered arsenate of lead to each gallon of water.

For rust or leaf spot which may be detected by reddish, rusty-looking spots which destroy the leaf cells, use Bordeaux mixture. Buy ready prepared, or make as follows:

Suspend a coarsely woven sack containing four pounds of Blue Vitriol in twenty-five gallons of water so that the vitriol in the sack will remain on the surface of the water.

Next put in four pounds lump or hydrated lime in a bucket and pour over it hot water, stirring until you have 3 gallons of creamy mixture. Pour this into twelve gallons of water, then combine this lime solution with the vitriol solution and the result is Bordeaux mixture known as 4-4-40 solution. Mix thoroughly before spraying. This is a preventive rather than a cure and should be used at the first appearance of any leaf-spot.

The presence of black ants indicates that aphids or root lice are working upon the roots. Repeated cultivation and hoeing are the best remedies.

White grubs which eat off the roots of plants causing them to wilt and die can be destroyed only by digging about the roots of the wilted plants and killing the grub. While this may not always save the affected plant, it will prevent the grub from doing further damage. Late fall plowing is the best preventive against root lice, white grubs, and all other underground insects.

For mildew which causes the leaves to cup or curl and the leaf stems to become dark, use lime-sulphur solution at the rate of three gallons to enough water to make fifty gallons. The lime-sulphur can be obtained from any manufacturer of spray materials. It is put up in small cans and fifty gallon barrels, and as it deteriorates with age or by freezing, enough for one season only should be purchased when ordering. For smaller areas, prepare at the above rate in amounts to be determined by the area you have to spray.

(Note: Avoid spraying when plants are in bloom or while berries are ripening).

Mulching

Mulching protects the plants during the winter, retains moisture in the soil, keeps down weed growth during the fruiting season and keeps the berries clean.

(continued on page 23)



Kellogg's Rasp

Kellogg's Raspberry and Blackberry plants are grown under the best of conditions, and

Sunrise Red

The earliest, the best, the brightest red. Extra large, fine textured, sweet, tangy flavor. Keeps well after picking, gets top prices. This is due to its earliness and extra fine quality throughout. Good for home gardens. Keeps color in the can, delightful to eat freshly picked. Easy to grow. Grows most anywhere. This is a new variety that you will want to try. Prices at left, below.

St. Regis Red

If you want a summer variety, fine. St. Regis bears an excellent crop in the summer. And if you want a fall bearer, that's fine too, for it repeats in the autumn. Strong grower, heavy producer, hardy. Berries medium large, bright red, delicious flavor. Prices below left.

Latham Red

Late and good! Berries nearly 1 inch across, deep red, not crumbly. Delicious. Heavy bearer. Hardy. Fruits for years without replanting; now the favorite red. Prices below.

PRICES Red and Purple Raspberries

12 for \$ 2.75	200 for \$28.50
25 for 4.45	300 for 42.25
50 for 7.90	400 for 55.95
100 for 14.80	500 for 69.50
1000 for \$135.00	

Indian Summer Red

There are two crops: one regular crop in June, and another crop in the fall. Good, too, and delicious. Fine fresh, canned, or frozen. Berries thimble-shaped and borne in large, loose, clusters. All berries mature. Hardy, strong, vigorous and upright. Becoming very popular. Try them! Prices at left.



Bargain!
Black & Red
12 Red Raspberries
and
12 Black Raspberries
Enough for home use.
Varieties our choice.
Total Value, \$4.70.
SPECIAL PRICE \$3.75



berries & Blackberries

are given the best of care to make them the best possible plants for you. Our grower is an expert with this type of plants and specializes in them almost exclusively. All are top grade and rigidly inspected by the Michigan State inspector.

Sodus Purple Raspberry

SODUS is a dandy. Has the delicious flavor and texture that makes people come back for more; mild, sugary and delicious. Its new color attracts buyers and its flavor keeps them. Berries large, firm and attractive; do not crumble. Plants vigorous, hardy, productive.



12 for	\$2.75	200 for	\$28.50
25 for	4.45	300 for	42.25
50 for	7.90	400 for	55.95
100 for	14.80	500 for	69.50
1000 for	\$135.00		

Cultural instructions for Raspberries and Blackberries will be found on pages 29-30.

— o o o —

Logan Black

Firm, solid, large, and glossy. Color purplish black. Rich and spicy, brings customers back for more. Sturdy grower. Heavy yielder. Prices below.

Cumberland Black

A favorite for years, and you can rely on it. Hardy, strong, tall, fruitful. Large, delicious. Midseason. Prices below.

PRICES	12 for	\$1.95	100 for	\$10.70	400 for	\$40.55
Black Raspberries	25 for	3.25	200 for	20.65	500 for	50.50
described above.	50 for	5.75	300 for	30.60	1000 for	97.50

Blackberries

Fortunately the two varieties of Blackberries that we have to offer are the best. Their reliability has been proven over a period of many years. Here they are:

Alfred

Many growers prefer Alfred to any other variety, claiming big profits and lasting customer satisfaction. Beautiful, glossy black berries, often 1½ inches long and 1 inch across. Almost free from seed or core. Plants sturdy and healthy. Prices below.

PRICES

12 for\$ 1.95
25 for 3.25
50 for 5.75
100 for 10.70
200 for 20.65
300 for 30.60
400 for 40.55
500 for 50.50
1000 for 97.50

Eldorado

Eldorado has been out in front for a longer period of time than any other variety. Strong, hardy. Heavy producer. Berries big, sweet, delicious. Seldom injured by frost. Clusters large and beautiful. Always bring top prices. Plants extra clean, pure, and healthy. Prices left.



R. M. Kellogg Co.
Three Rivers, Mich.



Order Early!

Hold on there! We don't mean that you have to order while you are still a child.

But we do mean that you should order early in the season, while we still have a full stock of all varieties. January and February are none too early for spring ordering, and as soon as your order is in, the plants will be reserved for you from our estimated supplies. Orders will then be properly filed for shipment at the best planting time for your locality.

We subscribe to daily U. S. Government weather reports, and are able to watch the progress of spring where you live, hence can ship accurately. So don't delay. Order now.

In cold climates, mulching is necessary to protect the plants during alternate freezing and thawing. If they are not mulched the resulting expansion and contraction breaks off the fine roots and greatly weakens the plants.

Any material such as oat, wheat or rye straw, marsh hay, shredded corn fodder or coarse stable manure makes ideal mulching, or leaves will serve the purpose. It should be spread over the field or garden in the early winter soon after the first freeze, covering the plants and ground to a depth of about three inches. If stable manure is used, it should be applied thinner, spreading the strawy matter directly over the rows of plants and the fine material between the rows.

In the spring as soon as the frost leaves the ground, remove the mulching which lies directly over the rows to the spaces between the rows. This permits the plants to grow without any obstruction.

In warm climates where freezing is very light, it is unnecessary to cover the plants. Simply apply the mulching between the rows and spread it around the plants under the foliage, forming a bedding for the berries to ripen upon.

Mulching adds materially to the Strawberry crop and gives the grower bright, clean berries which are in big demand at fancy prices.

(continued on page 25)



Yellow
Transparent



Delicious

Cultural instructions for fruit trees may be found on pages 30-31.

Apple Trees

All Kellogg's Apple trees are first class, and rigidly inspected, true-to-name and especially selected for hardiness and productiveness. Plant 32 to 40 feet apart.

Anoka. Bears one year after planting. Eight crops of Apples at only ten years old—hardy in all climates, high quality, delicious fruit. Attractive red. July-August.

Dark Red Delicious. (Above right.) Deep rich red; juicy and good. Plant for extra profits. Sturdy. November-March.

Dark Red Jonathan. (Left.) Prolific. Bears while young. November-April.

Yellow
Delicious

Dark Red Northern Spy. (Below.) Genuine Northern Spy of vivid red. Good keeper; shipper.

Hyslop Crab. Large over-all red. August.

McIntosh Red. Large crimson fruit, slightly acid; good keeper and shipper. October.

Northern
Spy

Red Astrachan. Bright red. Delightful tarty flavor. July and August.

Rhode Island Greening. Cook it, keep it, eat it raw. Good until the ground begins to thaw. Large, greenish yellow. Abundant yielder. December-April. Pick early.

Stayman's Winesap. Bright red eater, cooker. Extra large, prolific. Can be stored. Winter.

Wealthy. August and September. Fruit medium size. Red, and some yellow stripes. Fine quality.

Yellow Delicious. (Below left.) A taste that's mild and sweet. A shape that's plump and neat. Golden Yellow; productive. Good cooker; bears young. November-December.

Yellow Transparent. (Above.) Very early; large, yellow, flesh white. July.

PRICES

2-Year, 7/16 in. to 9/16 in. Caliper.

1 -	\$ 1.25
2 -	2.15
3 -	3.05
6 -	5.75
12 -	11.15
25 -	20.25
50 -	37.75
100 -	69.75

R. M. Kellogg Company
Three Rivers, Michigan



Quince

Fine for jellies, preserves, Quince honey, and other uses. Good profit-makers as fruits are wanted for jellies. You can also make money by selling Quince honey.

Hardy. Bear August and September. Bear young. Prices below.

Quince and Apricot Trees:
2-yr., 7/16 in. to 9/16 in. caliper.

1 for \$2.80	3 for \$6.70
2 for 4.75	4 for 8.65



Apricot

Not at all difficult to grow, and you'll get good prices for the fruit. Grow them just as you would Plums, but if possible give them a northern exposure, to delay blooming, and thus eliminate danger of late frosts. Prices above.

The KEY TO STRAWBERRY PROFITS

Picking

The proper method of picking Strawberries is to leave about one-half to one inch of the stem attached to the berry. This adds greatly to the appearance and the shipping and keeping qualities of the berries, thereby making it possible to obtain higher prices.

Unless absolutely necessary, never pick berries when the plants are wet from dew or rain. Berries picked when vines are dry remain fresh and retain their luster much longer than if picked when the vines are wet.

The berries should be divided into grades by putting each grade in separate boxes when picking. This saves labor in rehandling when packing, thereby reducing expenses and preventing unnecessary bruising.

Packing

The top layer of berries in each box should be arranged in rows so as to present an attractive appearance and also make the top of the box as level as possible. This requires but little time and adds greatly to their appearance.

Long berries should be packed on their sides, while round or top-shaped berries present the best appearance packed with the calyx and stem down. The boxes should then be carefully placed into crates.

Berries of high quality packed in this manner will soon establish a reputation for the grower which will greatly increase his profits.

Preparing for Second Crop

Strawberry plants should not be permitted to fruit more than two years. After the first crop has been picked, the foliage of standard varieties should be mowed off and removed from the patch. The rows should then be narrowed down by plowing a furrow from each side of the row leaving a ridge of back-furrow between the rows. This should be worked down with harrows and cultivators until the furrows have been filled and the ground again made level. A spike-tooth harrow may be used but the teeth should be set with a back slant so as not to tear out the plants when crossing the rows. In small gardens this work may be done with a spade and garden rake. Continue to work the ground until the surface is smooth. This will slightly cover the crowns and the plants which remain in the rows will soon come up through the fine covering of soil. Apply a top-dressing of manure and continue to cultivate the same as the first year, and your second crop will be fully as profitable as the first.

After the second year's fruiting, plow the plants under and plant the ground to some other crop.
(continued on page 26)

NOW!
It's here.... and
KELLOGG'S
Premier is
one of its parents

Now the new Strawberry you have been waiting for has arrived—a cross between Kellogg's Premier and Bedarena, the flavor-plus variety. It takes its deliciousness from Bedarena, and its other qualities from Premier. Turn to pages 16 and 17. And be sure to try a few Nectarena with your Kellogg's Premier order, then you'll know what it can do for you.

The Everbearers

The everbearers are so exceedingly productive and their fruiting season covers such a long period that it is absolutely necessary that the soil contain an abundance of plant-food and berry building material.

A heavy dressing of manure should be plowed under and thoroughly worked into the soil before plants are set and a top dressing of manure applied soon after setting, spreading the coarse material close around the plants under the foliage to serve as mulching when they begin fruiting.

The season the plants are set, all blossoms should be removed until July, after which they may be allowed to fruit to full capacity and they should then fruit heavily until freezing weather. The following year they will fruit abundantly from early summer until late fall with the exception of a short rest period during July.

The everbearers may be grown either in hill, single-hedge or double-hedge row system, but the hill system has proved to be the most profitable. It is unnecessary to mow off the foliage of the everbearers. However, this may be done if desired the second year after the early summer crop has been picked, at the time when the plants enter their rest period. If this is done prepare the bed the same as for standard varieties.

If these simple instructions are followed, the everbearers will prove exceedingly profitable either for home use or market.

Irrigation

Irrigation is an insurance policy on the crop, therefore, if you are situated so that you can irrigate you will find it highly profitable to do so. One can realize only through actual experience, the increased profits which result from irrigation.

The two systems most generally used are the overhead or sprinkling system and the ditch or gravity system. With the overhead system, the water is applied in the form of fine rain. With the ditch system, shallow furrows or corrugations are made between the rows into which water is run until the entire ground is wet. The water may be obtained either from a well, lake, river or city water-works. It may be applied during the heat of the day if desired without injury to the crop, however, if applied at night, the evaporation is less. The ground should be cultivated as soon after irrigation as conditions will permit.

(Note: The Skinner Irrigation Company, Troy, Ohio, manufacture one of the best overhead irrigation systems on the market and they will gladly furnish complete information on the subject.)

Crop Rotation

Crop rotation is very essential in Strawberry growing. After plants have fruited two years, they should be plowed under and the ground planted to some other crop. This may be done as soon as they have finished their second year's fruiting.

(continued on page 27)

New Fair Haven Peach

A cross of 2 famous varieties, J. H. Hale and South Haven. Can't help but be a winner.

Now, after nearly 20 years of testing, this new Peach is offered to you for the first time. With earliness, great fruitfulness, hardiness, flavor, shipping quality, beauty of form, and color.

Ripening season, about one week before Hale-Haven. Productivity thoroughly tested, heavy crops having been produced annually during test period.

Fruit, larger than Hale-Haven or Red Haven, even when heavily loaded. Shape, nearly round. Color, bright golden with attractive bright red cheek. Skin, smooth and very tough. Ships exceedingly well.

Flesh, medium yellow with moderate amount of red at the pit. Moderately fine textured, well flavored. It resists browning. Freestone.

We heartily recommend that every fruit grower try this new variety. It may be just the thing that will make you big profits, when available in quantities, and you should order a few now to know definitely what it will do under your conditions. Prices: 1 for \$2.00; 2 for \$3.50; 3 for \$5.00; 4 for \$6.50; 6 for \$9.50; 10 for \$15.50. Not more than 10 to a customer.

Other Peaches

CHAMPION

Best early, white-fleshed freestone. Rich and juicy. August. Prices at right.

ELBERTA

Large, oval-shaped, yellow freestone. Red cheek. Prolific, hardy. Mid-September. Prices at right.

GOLDEN JUBILEE

Extra early. Moderately oval in shape; color vividly marked bright orange. Gives yields that are truly enormous, all high quality fruit. Delicious flavor. Excellent freestone. Good fresh or canned. Perfect pollinizer. Hardy. Prices at right.

Red Haven Peach

This beautiful, flaming scarlet Peach is EXTRA EARLY, with all the advantages that go with extra earliness. Days before the ripening time of other good Peaches, it will be enticingly colored with all-over flaming scarlet, ready to pick, firm and solid, awaiting a trip to distant markets. Easy to handle.

Red Haven has all the famous Haven flavor and advantages; fine, sweet, firm-textured, with beautiful golden flesh. Excellent for eating fresh, excellent canner. Best quality in every way. Hardy. Excellent yielder. Bears young. FREE-STONE and SELF-POLLENIZING.

A profit-maker from the word "Go." Prices above right.

Red
Haven



New
Fair
Haven



All
Peach
Trees 1-yr.,
7/16" Caliper.

J. H. HALE

Flesh yellow, sweet. Good canner and shipper. Largest freestone. Early September. Prices at right.

SOUTH HAVEN

Fine flavor. Flesh yellow, sweet. Freestone. September 1st. Prices at right.

PRICES
(All Peaches excepting Fair Haven.)

1 for	\$ 1.25
2 for	2.15
3 for	3.05
6 for	5.75
12 for	11.15
25 for	20.25
50 for	37.75
100 for	69.75

Hale-Haven Peach

Produces loads of huge, delicious fruit early, when mouths are watering for the season's first Peach. Frost resistant. A great money-maker. Fruit beautifully colored; beautifully shaped; flesh thick, wholesome, delicious. Perfect freestone. Often bears second year after planting. Two weeks earlier than Elberta. It has been well tested, and has proven reliable. Prices above.

Hale-
Haven



The KEY TO STRAWBERRY PROFITS

Any of the legumes—clover, cow-peas, soy beans, velvet beans, vetch or alfalfa, are ideal crops for rotation because they add great quantities of humus and nitrogen to the soil. Vegetables or farm crops also may be used to advantage as rotation crops.

Going Into Business

Below is one of the best methods now used for marketing Strawberries if you live on a main travelled road. A neat little roadstand such as this will attract many customers right to your door in this day of automobiles, and you will get prices for your berries often equal to or greater than the store prices. Thus you will not be sharing anything with the grocer.

But remember that your roadside stand must be neat and orderly. If you are handy with tools yourself, you yourself can build it, but do not, in any event put up a slipshod affair made of old left-over lumber and sloppily constructed. A little paint for painting your roadside stand and reasonably good lumber and workmanship used will pay amazing dividends.



People naturally expect to find fine, high quality fruit at a stand which is neat, orderly, and well-kept. Keep yours clean, and well painted, and your trade will double.

It is even advisable to landscape the grounds around your stand with shrubs and flowers, and by all means keep these neat and orderly—take just as much care of them as you do your Strawberries because they are a part of your advertising scheme which attracts customers to your door, and after all, of what use is a fine crop of Strawberries if nobody buys them. People will expect to find fine, high quality fruit in a stand which is neat, orderly, well kept, and possibly landscaped a little, and they will stop and buy at good prices to the doubling of your profits.

Marketing

Your selling plan should be governed by local conditions. If you have a large acreage, it is advisable to sell to grocers, while if your acreage is small and you can devote the time, it is more profitable to sell direct to the consumer. In either case, you should adopt a trade-name for your berries and label your crates and boxes so that the public will be-

(continued on page 28)

Pears

Bartlett. (Pictured left.) This old favorite is large and juicy, and has a mild but rich flavor. A

very strong grower and prolific bearer. One of the best canning Pears. Bears in September.

Clapp's Favorite. (Pictured left below.) A very large and handsome Pear, yellow with red cheek. The best of the large early Pears. A fair canner if picked before too ripe. Bears in August.

Duchess. A large, frequently russeted, greenish yellow Pear. Heavy bearer, sweet and buttery. Marketable. October and November.

Flemish Beauty. Good bearer of large, juicy, rich fruit. Plant in sun. September and October.

Kieffer. (Pictured left.) A large yellow Pear noted for keeping. Fast grower, young bearer. Bears in October and November.

PRICES

All Pears—2-year-old, 7/16 to 9/16 in. diameter, and 2½ to 3 ft. or more high. All are well branched.

1 for	\$ 2.80
2 for	4.75
3 for	6.70
4 for	8.65
6 for	12.50
12 for	23.95

More than 12 at \$1.95 each.

The Finest

"Trees arrived today in perfect condition. They are the finest I ever received from anyone." L. Weilenbeck, Penna.

The KEY TO STRAWBERRY PROFITS

come acquainted with your name and particular brand of berries. Large placards should be placed in stores where your berries are for sale and by also placing placards in garages and gasoline filling stations, many buyers can be brought direct to your place. Small advertisements in local papers are also effective in reaching the buyer.

Your Golden Opportunity

Whether you will conduct a business of your own or spend your life working for others is a question which you must decide. Those who have plodded along in the same rut for years and are satisfied to continue doing so should work for the other fellow, but all who have a desire and ambition to succeed, and place the highest value upon themselves, should aim to establish a business of their own.

To this ambitious class, Strawberry growing offers a wonderful opportunity because it requires only a very small capital and but little experience. The salaried man may begin growing Strawberries on a small scale in his home garden or on a small rented plot without interfering with his business position, as the small amount of work required may be done during his spare time.

And now a word for the beginner. Strange as it may seem, often beginners—people who have never grown Strawberries in their lives before—are the most successful. This is because these people have learned no false



Eat well, play, get lots of rest,
Do only things you like the best,
Sleep so deep you hear no sound,
Then mount a horse and ride around,
Or take a swim, or read a book,
Or get a big one on your hook;
Do as you please for day on day,
But just be sure that it's away
From home and care—yes, miles away.
Then back you'll come as good as new,
All ready for those humdrum things
With happy air and heart that sings. ©

methods of growing and they are not inclined to pooh-pooh the methods that we outline here. These are the people—and you may be one of them—who follow instructions implicitly and in so doing, produce the big crops of high grade, high quality berries that bring big prices on any market. A little energy, a little ambition, and the will to do as you are told—that is all that is necessary. Follow these simple instructions and we know you will succeed.

The writer of this book, as well as many other successful Strawberry growers, started in this manner; proving that a small beginning with Strawberries may result in a profitable and successful business.

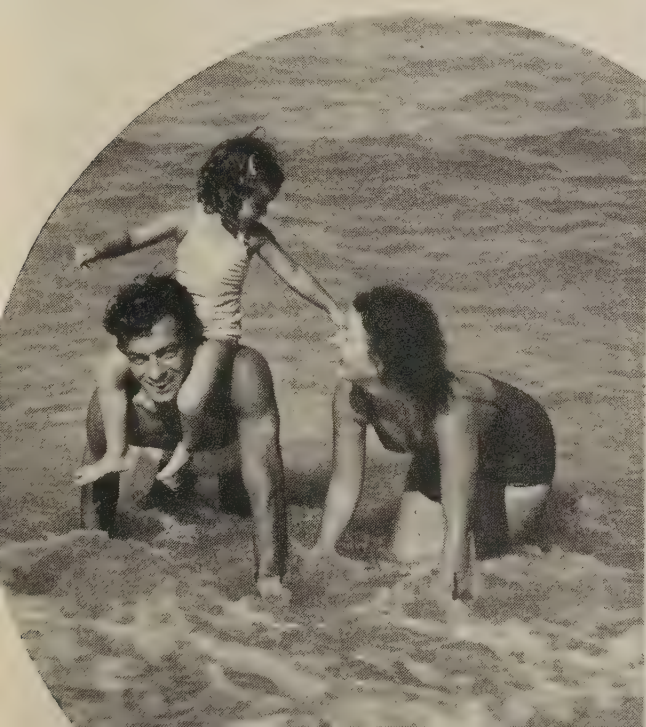
Raspberries and Blackberries

SOIL PREPARATION. Thoroughly work soil before planting. Any good soil will grow Raspberries. If the soil is poor, use a liberal quantity of stable manure or good commercial fertilizer, working thoroughly with the soil before planting. We recommend a 6-8-6 commercial fertilizer.

PLANTING. Dig a hole 6 inches or more deep, or make a furrow large enough so the roots can be well spread. Cover roots with fine soil. Press soil with feet tightly against roots. Hoe shallow occasionally. New growth usually starts from below the ground and no alarm need be felt if a portion of the top dies. (continued on page 30)

Want a Vacation?

Make fun a part of your life. You need it. A good way to get vacation money is—**Grow Strawberries.** One-half acre of Strawberries—2000 to 3000 quarts or more. Price 35c to 65c per quart or more. Proceeds \$700 to \$1500. Those sums will pay for a very nice outing, don't you agree? And if you grow Strawberries for vacation money, you are doing something that comes near being fun in itself.



Plums

All well branched, healthy and vigorous, two-year-old stock.

Green Gage. (Pictured at right.) Always a favorite either for canning or table. high sugar content. September.

Superior. (Pictured below right.) A new variety of large, firm, beautiful red; delicious flavor. Peels easily, just like a Peach. Very hardy. Strong and healthy. Very good market variety. Rich yellow flesh. Early August.

Burbank. Very hardy; bears early. Fruit large, red. Late August.

Fellenberg. (Italian.) (Pictured at right.) Good sized purple. Good canner; ideal for drying. September.

Lombard. Medium size, red, market variety. Productive. Late. August.

Stanley Prune. Fine for cooking, fine for eating fresh. The fruit is large and dark blue; flesh greenish yellow, juicy, tender, firm, sweet; free-stone; midseason.

PRICES

All Plum trees, finely branched, 7/16" to 9/16" caliper. 2-yr.

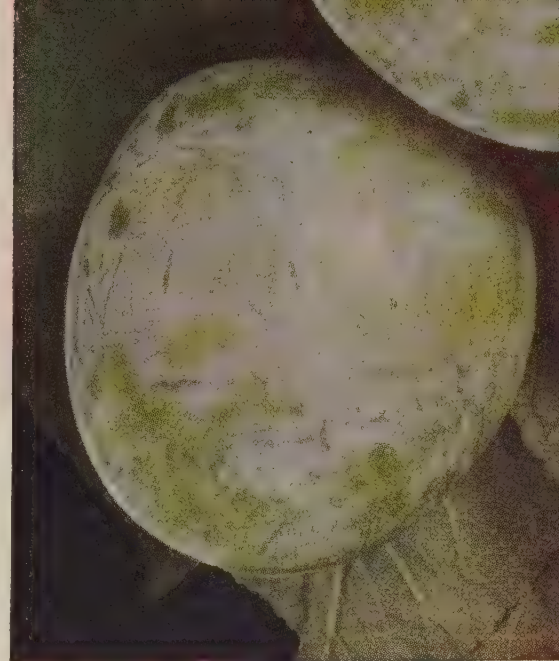
1 for \$2.80	6 for \$12.50
2 for 4.75	12 for 23.95
3 for 6.70	25 for 48.75
More than 25 at \$1.90 each.	

Order Early Plant Early

For best results, plant your fruit trees early. They will get the benefit of the early spring rains, and will have a much better start toward productivity—and profits.

To get trees early, order early. Your trees will be reserved for you as soon as your order is received. Should they arrive before planting time, they can be heeled in, or left in the package where they will keep well for three or four weeks.

R. M. Kellogg Co., Three Rivers, Mich.



Green Gage



Fellenberg

Cultural Note:

Plant Plum trees 18 to 20 ft. apart in any good, ordinary soil. Need sun.



Superior

Express Shipment. Fruit trees usually shipped by express better, and trees often too large for parcel post.



Sweet Cherries

These are the Cherries that are so good when eaten from the tree. Extra high prices when offered for sale. **Prices at right.**

Black Tartarian. (Above.) Large, rich, black, sweet. June.

Royal Ann. Large, pale yellow, red cheek. Firm flesh. July.

Schmidt's Bigarreau. Large, black, dark flesh. July.

Windsor. Large, dark red. Late July.

Prices

All Sweet
Cherry Trees
7/16" Caliper.

1 for	\$ 2.90
2 for	5.35
3 for	7.80
4 for	10.25
6 for	15.15
12 for	29.85

More than 12 at
\$2.45 each.



Sour Cherries

We offer you the most popular varieties—none better so far. All **Sour Cherry Trees, 7/16" Caliper.**

Montmorency. This is an old, heavy fruiting favorite. Cherries beautifully red, plump, smooth and shiny. Fine for canning or table. Sure bearer. Late June. **Prices below.**

Early Richmond. This is the "English Pie Cherry." Many like it better than Montmorency. Fruit medium size, red and juicy. Tree is strong grower; bears young. June. **Prices below.**

1 for \$2.80	3 for \$6.70	6 for \$12.50
2 for 4.75	4 for 8.65	12 for 23.95
More than 12 at \$1.95 each.		

The KEY TO STRAWBERRY PROFITS

OTHER SUGGESTIONS. It is advisable to mulch plants with straw, leaves, or coarse manure during the winter months. In the summer after fruiting, all old fruiting canes should be cut out and burned. In early spring all new canes should be cut back to a height of 24 inches to induce heavy fruiting. Black Raspberries should be pinched back to induce strong lateral growth.

Grapes

SOIL PREPARATION. Prepare soil for Grapes as for any farm crop. Contrary to general belief, Grapes will thrive best on a rich soil, although they like a sandy loam, and will do well on clay or clay loam. Do not hesitate to use fertilizer, but never put fertilizer in hole with plants.

PLANTING. When planting Grapes, not more than two buds should be left. Dig a hole plenty large enough to allow roots to spread. Usually Grape plants come with two sets of roots. When planting, raise the top set, then place in hole and cover lower set with earth and tramp firmly. Then place top set and repeat the operation. Water well, keeping ground surface level.

OTHER SUGGESTIONS. Growth should be restricted the first year to one stem. This will form the trunk. The second year allow to run in both directions along a wire. Grapes bear fruit upon wood of the current season's growth and it is quite necessary to severely prune them each year. The usual time for this is February before the sap starts. If done too late they will BLEED and severely injure the plants. A mulch of stable manure is very beneficial to conserve moisture and feed the plants. If manure is not available, use any good commercial fertilizer. Mulch with straw.

Fruit Trees

SOIL PREPARATION. If possible, plow or spade the area to be planted to fruit trees. If the soil is rich, no fertilizer need be used until the trees are planted.

PLANTING. If you have only a few trees to set you can plant them directly from the bundle or box in which received. If a large quantity, it is best to remove them from the bundle or box and heel them in until ready to plant, being careful at all times that the roots are not exposed to the sun or wind. Next dig the hole large enough so that the roots will not be cramped or bent. When throwing out the soil, keep the *top soil* separate. The hole should be deep enough so that the roots and that portion of the trunk below the bud or graft is below the ground level. This point can be determined by the slight crook in the trunk. Now place the tree upright in the hole and throw in top soil around the roots, tamping firmly with feet. When two-thirds filled, water thoroughly and allow to settle before filling in remainder of soil. Keep ground level. Water often the first year.

OTHER SUGGESTIONS. After planting, a mulch of stable manure is especially beneficial as it will furnish food for the young tree and conserve moisture. After planting,

1467 Pages—Profusely Illustrated
Written by 15 Famous Experts

Now!

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Too, You

Save a Dollar -- Gain a Dollar

That Makes You \$2.00 to the good

If you already know all there is to know about gardening, don't read this. But, if you are one of those truly intelligent persons who realizes that he can always get valuable help from others' experience, then here is an opportunity you will welcome gladly.

You save a dollar because we have knocked a dollar off the price of "10,000 Garden Questions Answered" for you.

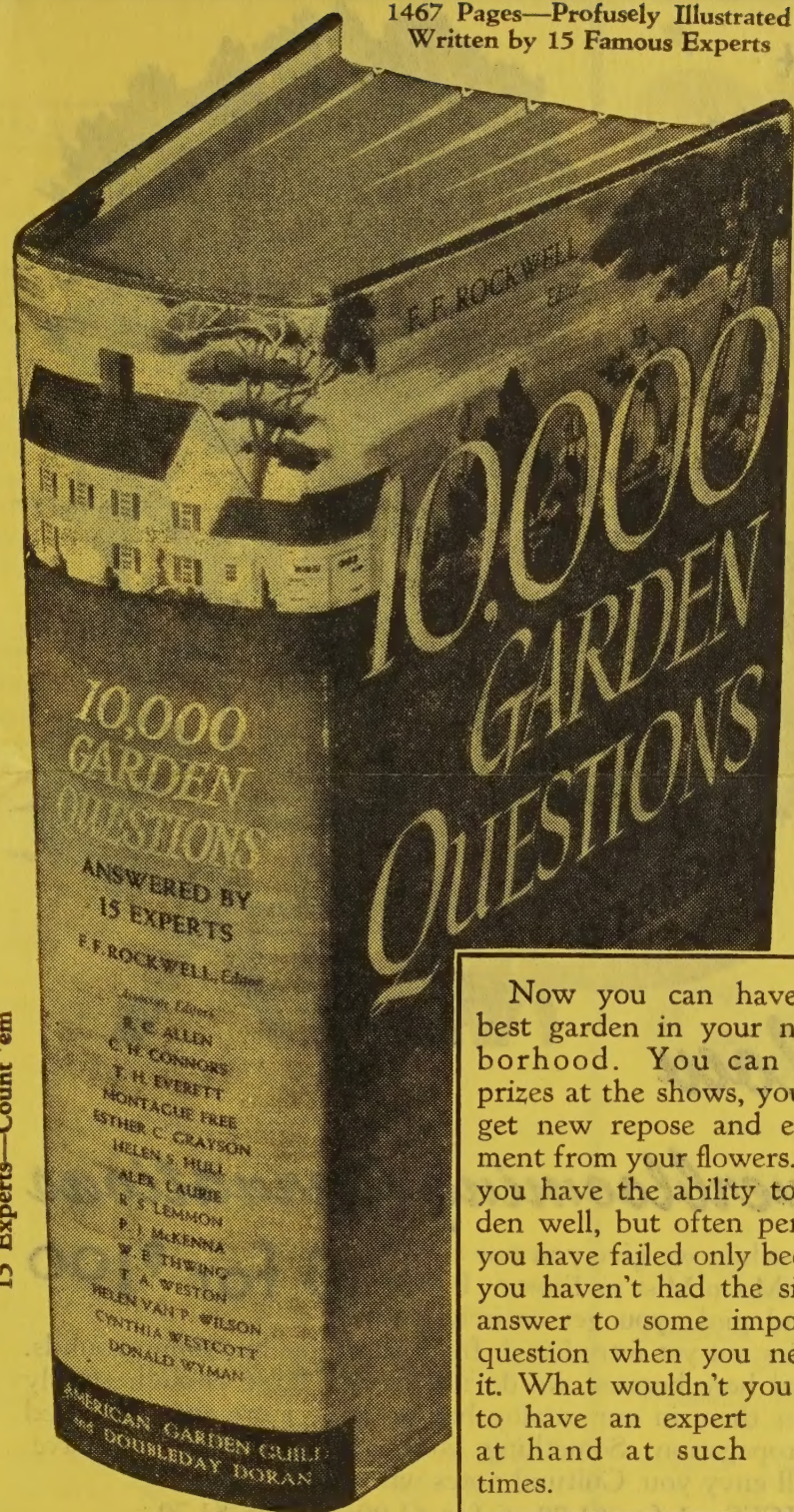
You gain a dollar because we give you another dollar value free—"The Key to a Beautiful Garden."

Formerly "10,000 Garden Questions Answered" was priced at \$4.95. Now we have reduced the price to \$3.95. And, in addition, you get "The Key to a Beautiful Garden" free with your order. "The Key to a Beautiful Garden" sells regularly for \$1.00, and has been pronounced the most useful book on general gardening ever published. Interesting to read, too.

This is FREE! \$1.00 Value

The book that reads like a garden story. Ideal to give you your general garden information. 80 "How-To-Do" pages on gardening. This famous book gives clear instructions for planting, starting and maintaining a beautiful garden. Truly helpful information on flowers, shrubs, trees. "The Key to a Beautiful Garden" is not a catalog, but an 80-page garden manual, prepared by national expert, H. C. Hottes. Gives all the answers clearly. Dozens of illustrations serve as guides to make you successful from the start. This useful book unlocks hidden garden treasures. Order "10,000 Garden Questions Answered" now at special dollar-saving price of only \$3.95, postpaid, and get "The Key to a Beautiful Garden" free. Use coupon below.

"The Key to a Beautiful Garden" is the only premium offered with "10,000 Garden Questions Answered." Please do not try to select nursery stock as your premium when you order the book.



15 Experts—Count 'em

Now you can have the best garden in your neighborhood. You can take prizes at the shows, you can get new repose and enjoyment from your flowers. Yes, you have the ability to garden well, but often perhaps you have failed only because you haven't had the simple answer to some important question when you needed it. What wouldn't you give to have an expert at hand at such times.

Now, in this famous book, (formerly \$4.95) you have the answers—10,000 of them—on any subject, and so well arranged that they can be quickly and easily found. "How do I get Roses through the winter?" "How do I grow tall, straight spikes of prize-winning Delphiniums?" "How do I handle hardy Carnations?" In short, "How do I have a more beautiful—the most beautiful—garden?"

You will find all the answers here in this new dollar-saving, dollar-gaining book.

Yes, "10,000 Garden Questions Answered" will give you quick answers to questions that will save you costly mistakes, and show you how to double your flowers in number, how to double their beauty. But first you want the good, solid foundation knowledge, and so we have decided—for a short time only—to give you "The Key to a Beautiful Garden" free with your order for "10,000 Garden Questions Answered." Fill in the coupon at the right today, and send it with only \$3.95. We pay postage on both books.

And, if you do not find "10,000 Garden Questions Answered" to your satisfaction after examining it for one week, return both books and get your money, every cent of it.

R. M. Kellogg Co., Three Rivers, Mich.

R. M. Kellogg Company
Three Rivers, Michigan

I enclose \$3.95. Please send me "10,000 Garden Questions Answered" postpaid at once. Also "The Key to a Beautiful Garden" free and postpaid. If I am not satisfied with "10,000 Garden Questions Answered," I will return both books and you will return every cent of my money.

Name

Address Zone

Town State



3 Tall Majestic Delphiniums \$1.00

This unusually fine strain of tall, straight-stemmed Delphiniums is grown for you at Kellogg's, from specially selected hybrid seed that produces flowers and spikes of amazing merit. Not ordinary Delphiniums. Nearly all double.

And, not only is the seed specially selected, but the Kellogg Majestic Delphiniums are given special soil and care, and are grown under expensive overhead irrigation, which gives them water just when they need it, and in just the right amounts; an important factor in the production of these astounding beauties.

Here are flowers that will please you well, and arouse the envy of your friends. We do have only a limited supply of them, and decided to put them in this folder only at the last minute to replace another item which we found we were unable to have for you.

So, if you want your plants of Kellogg's Majestic Delphiniums, order early. Come in mixed shades of light blues, lavenders, orchid, dark blue, purple, and near-pinks. Hybrids, no color choice. Sorry. To get a good color range, order a dozen or more. **PRICES:** 3 for \$1.00; 7 for \$2.00; 11 for \$3.00; 12 for \$3.25; 15 for \$4.00.



Double Painted Daisy Buckeye

An exceedingly beautiful variety; rich, dark red coloring. Grows 24 to 30 inches high, spread about 1 foot, lots of flowers. Short supply, order early. **PRICES:** 45c each; 3 for \$1.00; 7 for \$2.00; 11 for \$3.00; 12 for \$3.25; 15 for \$4.00.

R. M. Kellogg Co., Three Rivers, Mich.

Last Minute Specials!

Only a few of these — and they are offered to only a few — **ORDER EARLY!**



Now Everblooming Carnations

For white we give you our choice: **3 for \$1.00** either Moon-Mist or Frosty. For the red and pink, you get entirely new varieties not yet introduced, fresh from our breeding grounds. Offered here because we do not have a large enough supply to offer them in our catalog but do have more than we need for propagation. Something your neighbors will not have. They'll envy you. Cultural notes with order.

PRICES: 3 for \$1.00; 6 for \$1.90; 12 for \$3.70.



2 NEW "Mums" \$1.00

Order by Color

We said 2 NEW Mums for \$1.00. Yes, these are new large-flowering varieties, not cheap old-timers that you can buy from any catalog. These are varieties produced by our own breeder, at great expense and effort. In all, thousands of seedlings were produced, but only about one out of a thousand selected. At the low prices quoted here, we cannot allow variety choice. You choose by color only.

Colors: Orchid, peach, yellow, white, pink, red.

PRICES: 2 for \$1.00; 4 for \$1.85; 7 for \$3.00; 12 for \$5.00. Potted plants, large-flowering.

The KEY TO STRAWBERRY PROFITS

or before, if you choose, prune away one-half to two-thirds of the top of the young trees. *This is important* to balance the tree, as much of the fibrous root system is lost in digging. Use only a sharp knife or pruning shears, being careful not to loosen the young tree in the operation.

SPRAYING. This operation varies so much in different localities and among different fruits that it is next to impossible to advise on the subject. We suggest that you write your own Department of Agriculture on any particular phase with which you may not be familiar.

Asparagus

SOIL PREPARATION. Plow or spade to a depth of 12 inches and work ground thoroughly to kill all weeds or grass. If possible, harrow or rake a liberal quantity of fine or decomposed stable manure in the soil.

PLANTING. Mark out rows not less than 3 feet apart. Next make a furrow with a heavy hoe or jump shovel 4 or 5 inches deep. Place the young plants in the furrow about 20 inches apart, spreading the roots along the furrow so the plant will lie almost flat with crown or buds upright. Cover with soil so that the ground will be level. This will place the crowns below the ground level as they should be. New growth will appear in a short time.

CULTIVATION. Cultivate thoroughly and often. Be sure to keep all weeds removed from the row so that young plants will not be strangled.

OTHER SUGGESTIONS. After the crop has been harvested, cut off and burn all old tops. This will lessen the possibility of both insect and fungus diseases as well as allow the roots to develop strongly for the next season's crop.

— o o o —

From office desk, factory bench, workshop and farm, men and women have come to achieve success with Kellogg's thoroughbred Strawberries, the writer is one of them. You may be another. It is up to you.

You have read of the amazing success of many men and women from all walks of life. With the full realization that you can make these **BIG PROFITS** this year and become independent of other work, other jobs . . . financially independent and your own boss . . . **NOW IS THE TIME FOR YOU TO ACT!**

Delay brings you nothing. Dreaming brings you nothing. **ACTION** will! Sit down right now and plan your first order. Large or small, it will start you on your way to Kellogg Strawberry Profits this year. Write your order and place it in the mail tonight and you have taken the first step to your own success and independence!

Your friend,

R. M. Kellogg

R. M. KELLOGG CO.
THREE RIVERS, MICH.



Caco

Cultural Instructions
for Grapes on
Page 30, at Left

Concord

Niagara

Grapes of Merit

Plant along a fence or make a Grape arbor over a walk.

Caco. (Red.) (Above.) Juicy, sweet, extra early; large, long, compact bunches.

Catawba. (Red.) Heavy producer of large, amber-red fruit.

Delaware. (Red.) Hardy; heavy producer. Delicious flavor.

Fredonia. (Black.) Fine, large, plump, juicy. Very early.

Niagara. (White.) (Above.) Large bunches. Hardy; sweet and delicious.

Portland. (White.) Very early, very large. Sweet, hardy, productive. Can be eaten before fully ripe. Berries large and better than Niagara.

Sheridan. (Black.) More delicious, richer and better than Concord. Week later. Fine shipper. Very late.

PRICES: Varieties above blue line.

1 for \$0.45	12 for \$ 3.15
2 for .70	25 for 6.30
3 for .95	50 for 12.00
6 for 1.70	100 for 21.50

Worden. (Black.) Very hardy, healthy, and productive. Fruits early, surpassed by no other variety. Very popular family Grape.

Concord. (Black.) Most popular of all black Grapes. Excellent quality. Hardy, heavy yielder of large bunches of juicy, sweet and tender Grapes.

Moore's Early. (Black.) Sweet flavor all its own. Early.

PRICES

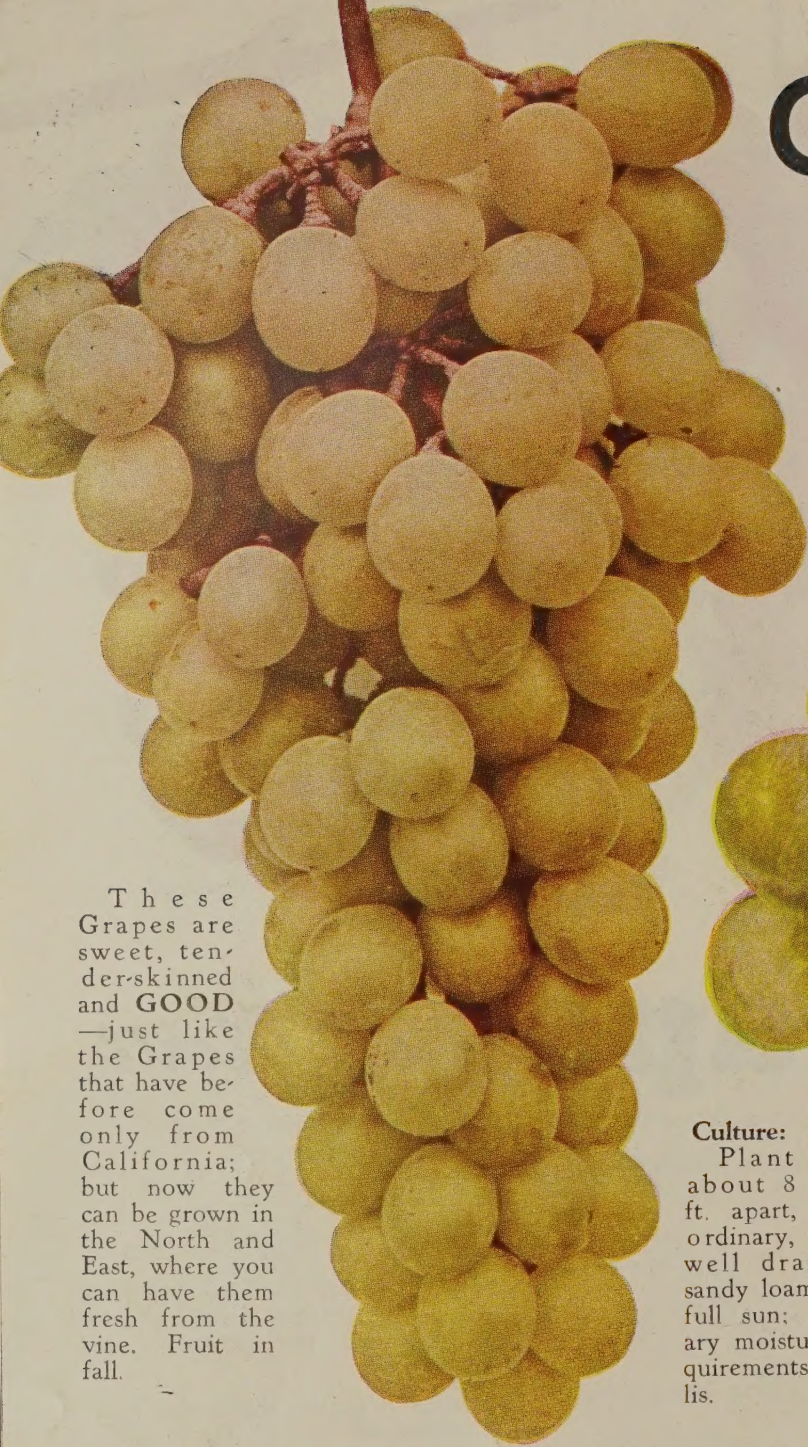
Concord, Worden, Moore's Early			
1 for \$0.40	12 for \$ 2.05		
2 for .55	25 for 4.00		
3 for .70	50 for 7.75		
6 for 1.15	100 for 15.00		

Bargain!

Red, White, & Blue Grape Collection

Any of the Grapes we list are good ones, so you can order this bargain with confidence. We send you 2 red, 2 white, and 2 blue or black Grapes, value at least \$1.95, for

Special Price \$1.45
2 Collections \$2.65

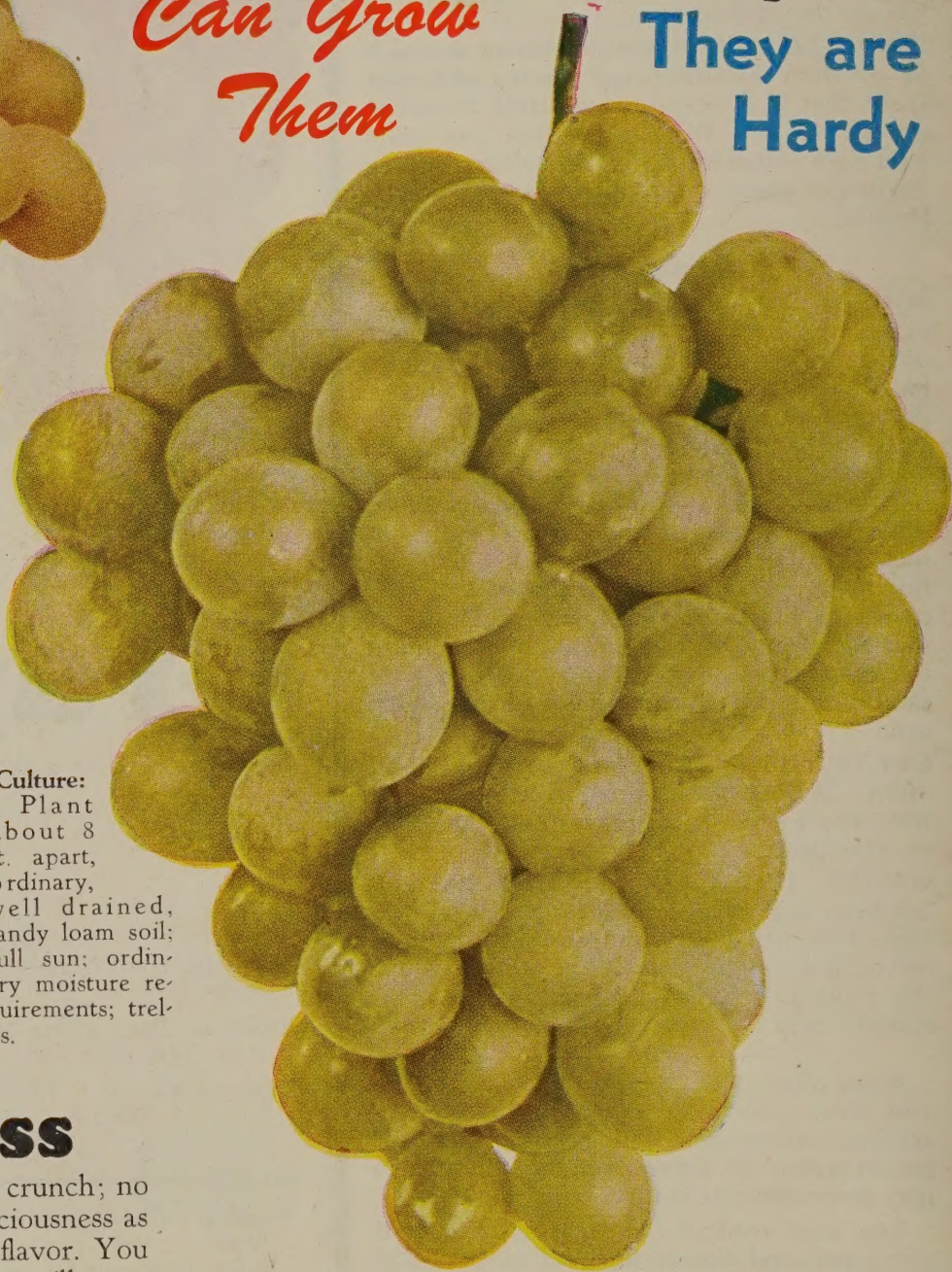


These Grapes are sweet, tender-skinned and **GOOD**—just like the Grapes that have before come only from California; but now they can be grown in the North and East, where you can have them fresh from the vine. Fruit in fall.

California-Type Grapes

Yes You Can Grow Them

They are Hardy



Culture:
Plant about 8 ft. apart, ordinary, well drained, sandy loam soil; full sun; ordinary moisture requirements; trellis.

Seneca Skinless

Just a nice tender munch, and sweet, juicy crunch; no skins to worry about, and the same sweet deliciousness as the California varieties; strikingly similar in flavor. You will be amazed when you taste them, and so will your customers.

Seneca is the newest of the Hardy California-Type Grapes; with this added edible skin quality. Vine vigorous and productive; bunches well-filled and attractive.

Bargain!

3 Golden Muscat \$3.15
3 Seneca 3.15

Total Value ..\$6.30

Special

Price

\$5.95

1 for \$ 1.25
2 for 2.20
3 for 3.15
4 for 4.10
6 for 6.00
12 for 10.50
25 for 20.25
50 for 38.00
100 for 75.00

Golden Muscat

An amazing cross between Golden Muscat and hardy northern varieties; will produce quantities of enticing fruit with big profits. Golden Muscat has all the fine deliciousness, meatiness, and firmness of the California varieties plus northern hardiness and stability. A fine commercially successful California type that grows wherever northern Grapes are grown. Bears quantities of beautiful clusters. Ships well. Money-maker.

PRICES

1 for \$1.25	4 for \$ 4.10	25 for \$20.25
2 for 2.20	6 for 6.00	50 for 38.00
3 for 3.15	12 for 10.50	100 for 75.00

R. M. Kellogg Co., Three Rivers, Mich.